

SOLUTION BRIEF

SERVICE YOUR GUESTS



**Deliver Superior Service Experiences
at the Defining Moments of Every
Guest Stay**

Your guests expect you to provide them with an unforgettable travel experience.

Yet, you must do more to engage them on property and capture real-time feedback to improve the guest experience while they're on site.

You know your guests better than anyone. And you pride yourself on offering an exceptional and memorable experience through unparalleled customer service from the moment guests book their stay to even after they check out. However, there's a lot you may not know about how your customers are experiencing your property or the personalized ways in which you can make their stay even better.

"The typical hotel guest interactions are transactional, creating conversations with guests really sets the stage for a great experience during the entire stay. In the first two months we used Zingle, we had the highest guest scores we ever had."

*- Chris Nelbach,
Director of Revenue Strategies,
La Cantera Resort & Spa*

For example, what if a guest checks in, only to experience a non-functioning room key or an unserviced room? How can you give guests the ability to notify your staff immediately to solve this problem in the moment and make it effortless to get the service they expect?

Now you can exceed even the highest guest expectations by creating more personalized experiences that respond to guest needs in real-time using their preferred communication channels.

I'm supposed to be in room 1404. My key isn't working. Is there any way you can send someone up so I don't have to come all the way back down?

Certainly Mrs. Smith! I'll send someone right up with a new key and I'm so sorry for the inconvenience.

No worries and THANK YOU!

Use Zingle to provide exceptional guest services that meet the unique needs and expectations of your guests

SERVICE RECOVERY

Customer Need:

After an exhausting trip, a family of four arrives at their room late at night, only to find their bathroom unserved. Guests don't want to wait in line again at the front desk, nor do they want to call housekeeping not knowing when their request will actually be fulfilled.

Zingle Solution:

Today's hotels cannot afford to miss out on opportunities to fix guest service issues in the moment -- and certainly before guests "vote with their feet," never to return. With Zingle, guests can use their own mobile device to text and request help with their issues, and hotel staff can respond immediately while providing updates until issues are resolved.

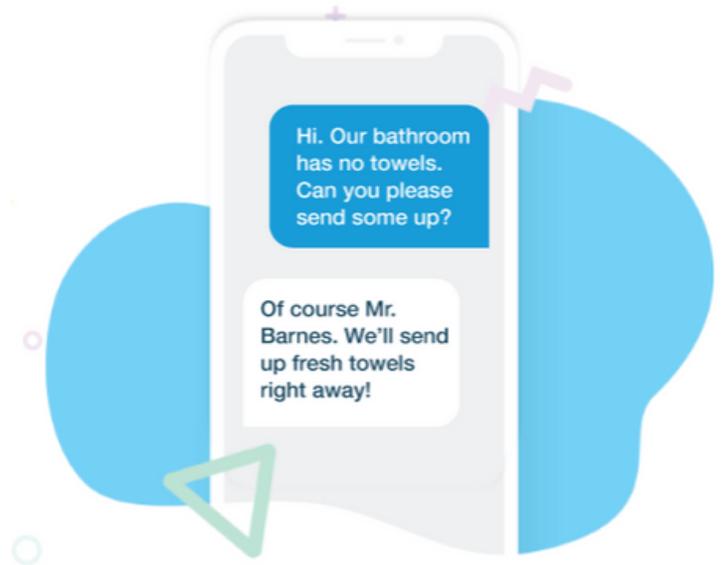
ROOM READY NOTIFICATIONS

Customer Need:

Business travelers often experience anxiety when it comes to finding a quiet place to take a call or dial into a meeting. They are "on" 24/7 and need to know their hotel will provide them with a reliable place to work and take phone calls when needed.

Zingle Solution:

Using Zingle, you can alert your business travelers in real time when their room is ready so they can plan accordingly from wherever they are -- the airport, the taxi, or at a conference -- offering them peace of mind and a superior level of guest service.



PERSONALIZED SERVICES

Customer Expectation:

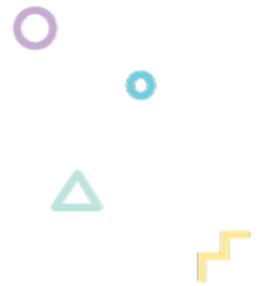
In the highly competitive hospitality industry, it can be difficult for properties to differentiate their brand from competitors, especially with those travelers already accustomed to experiencing exceptional guest services.

Zingle Solution:

For independent, affluent guests, or groups staying at your property, provide VIP levels of attention by using Zingle as an on-demand resource and "personal concierge." Text your guests tips on insider hotspots and cultural gems in your region. Make suggestions on the hottest restaurants, or after they've had a night out at a local club, offer to make reservations for brunch for them and their friends.

Only 15% of hotel guests say they feel like a valued customer after each stay

The possibilities of using Zingle to differentiate guest service are virtually limitless.



CUSTOMER NEEDS & EXPECTATIONS



Your guest arrives at their room, only to find their key isn't working.



Guests have similar questions when they begin their stay, such as "what's the wi-fi password" and "where is the gym located," and expect immediate responses from hotel staff.



Discriminating guests have come to expect high levels of attention during their stay, especially when it comes to special occasions.



Customers may experience sub-standard levels of service during their stay, but do not want to spend time giving feedback to hotel staff while on property.



A guest is late for a dinner reservation and requires their car from valet to be ready immediately.



Groups staying on your property for weddings, events, or conferences have important activities on their agenda they want to take advantage of.

THE ZINGLE SOLUTION

Send a "Welcome" text after check in to enable guests to reply immediately with any urgent needs and to escalate service issues such as room keys not functioning.

Zingle automatically answers common questions using an AI-powered platform. For those questions requiring deeper or more personalized responses, Zingle will alert your staff accordingly.

Make special occasions more memorable for your guests with Zingle by sending "happy birthday" or "happy anniversary" messages and offering special amenities to celebrate these occasions.

Send a mid-stay survey to all guests to identify any areas of improvement before they check out to avoid customers leaving negative reviews online or through social media.

Zingle enables guest to message for faster valet car pickup.

Provide customized text updates to members of your group notifying them of upcoming activities and get-togethers they won't want to miss.

The Zingle Platform

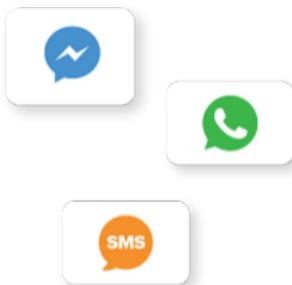
Better understand guest needs and exceed their expectations in ways you've never imagined with the Zingle Platform.

Zingle is simple for your hotel staff to use, and seamless for your guests to experience. Beneath the hood, though, Zingle is a powerful engine for guest engagement built on a foundation of core capabilities. Together, they provide a unique solution for hotels committed to differentiating themselves through the guest experiences they provide.



MESSAGING

By engaging with guests in real time, you provide them with their own “personal concierge” -- giving guests the instant service they have come to expect right in their moment of need and through the communication channel they use most.



AUTOMATIONS

Zingle automates the resolution of common needs and questions, escalates more complex issues to drive faster service recovery, and offer a superior experience to make your guests' stay truly memorable -- differentiating your hotel over your competitors.



INTEGRATIONS

Zingle integrates with property management systems and service optimization tools allowing hotel operators to leverage existing data to increase guest engagement and overall staff efficiency.



Service Your Guests, Optimize Your Processes, and Grow Your Business.

In this brief, we discussed the Service side of Zingle. SERVICE is just one of the areas in which Zingle is transforming the hospitality industry. To learn about Optimize or Grow, click on the circles to the right. To learn more about all of the opportunities Zingle can offer your property, visit zingle.me/hospitality.



Ready to see how Zingle works at your Hotel?

Schedule time with a Zingle Rep today.

877-946-4536

REQUEST A DEMO



About Zingle

Zingle empowers businesses to engage, support, and respond to customers in the new mobile messaging era. Zingle's real-time enterprise platform works on any device and provides all the software tools to deliver an instant, actionable, and exceptional customer service experience.

