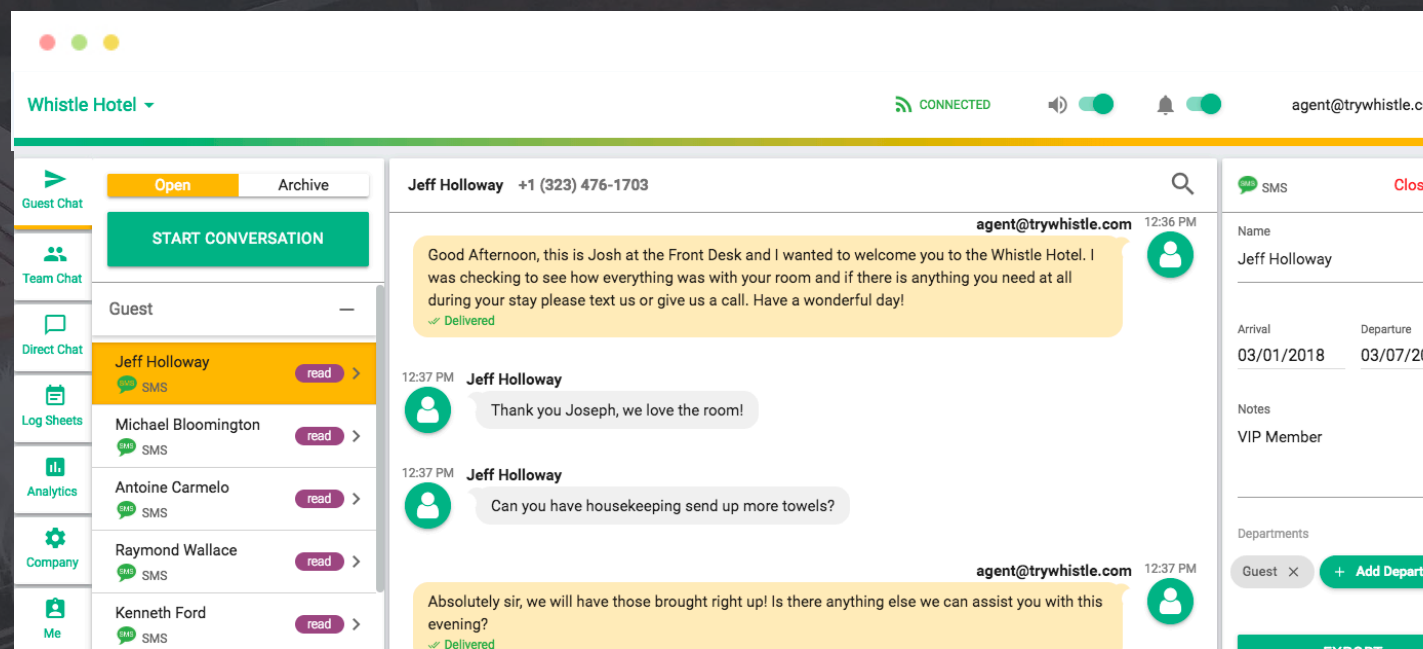


# GUEST MESSAGING PLATFORMS BUYER'S GUIDE

2019 Edition

Underwritten, in part by:



Buyers guide created in collaboration with Whistle

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# WHAT IS GUEST MESSAGING SOFTWARE?





Guest Messaging Software (GMS) is a software platform that enables hotels to engage with their guests through various messaging channels in real-time. The GMS allows hotels to send transactional messages, reply to guests, and manage guest requests. With an aggregate messaging platform, hotels can increase guest engagement, boost customer service scores, and receive key insights to guests' sentiment.

# **WHAT ARE THE KEY BENEFITS OF GUEST MESSAGING SOFTWARE?**

1

## IMPROVED TEAM COMMUNICATION

Messaging doesn't have to be only for your guests. Keep in touch with your team, dispatch tasks, or post daily bulletins all with team messaging. A reduction in overall call and radio volume, plus the ability to reply to multiple guests at once creates greater efficiency.

2

## INCREASE OPERATIONAL INSIGHT

Your guests are communicating key information about your hotel all day long. Messaging is able to capture and relay this information back to you, along with sentiment and other analyses applied to it.

3

## BOOST GUEST ENGAGEMENT AND SATISFACTION

Fill the customer service whitespace with messaging, and communicate with guests who would have otherwise avoided your staff. Proactively engage with guests to promote customer service and enhance their experience, resulting in improved scores.



# THE INSIDE SCOOP

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Cut through the noise and find out what real hoteliers are saying by reading in-depth reviews.



## VERIFIED USER REVIEWS

[Read reviews →](#)

General Manager from Anaheim

"It is very easy to use and the results were both measurable and obtainable...We actually improved our overall guest service scores by 13.8% over a 2 month period after rolling out Whistle!"

Read the full review on [HotelTechReport](#)



Front Desk Manager from San Francisco

"What Trust You Messaging allows us to do is be able to make that connection with guests early on in their stay by engaging them via email and/or text message which opens up a frictionless line of communication to connect with the hotel."

Read the full review on [HotelTechReport](#)



General Manager from Phoenix

"It was very easy to migrate into, and the onboarding experience was simple as well. Took less than a day to get everything up and running, and staff were able to communicate back and forth with very little training."

Read the full review on [HotelTechReport](#)



Director of Front Office from Denver

"I absolutely love how Whistle has enabled us to take our guest service to another level while allowing our team to multi-task and get really creative with our guest interactions. Guests love the ability to communicate with us in a quick and efficient manner, which in turn has increased our GSS (Service) scores."

Read the full review on [HotelTechReport](#)





# TREND WATCH

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Read predictions from domain experts and learn about the state of the category.



## WHAT'S NEW AND INTERESTING IN THE SPACE?

### INTEGRATIONS

GMS integrations with hotel software (e.g. voice, PMS, tablets, CRS) allow for transactional messaging and a more streamlined experience for both the hotel and guest.

**Whistle Prediction:** GSM solutions will have to soon be integrated with all major software vendors to stay relevant.

### NATURAL LANGUAGE PROCESSING (NLP)

NLP applies artificial intelligence to language data within the GSM. This gives powerful operational insight (e.g. trend analyses).

**Whistle Prediction:** GSM will become a very important tool for uncovering data and link to a high quality article discussing this

### MULTI-DEPARTMENTAL MESSAGING

Messaging use expanding into multiple departments (e.g. F&B), More department heads are looking into and adopting messaging to help eliminate friction and miscommunication.

**Whistle Prediction:** More robust features and functionality within GSM' catering to multi-departmental needs.

# BUYING ADVICE AND RECOMMENDATIONS



Critical  
Features



Top rated providers  
& comparisons



Key  
integrations



Questions to  
ask vendors

## WHAT ARE THE MOST IMPORTANT FEATURES TO CONSIDER?



### Multi-Channel Guest Messaging

Allowing guests to communicate via their preferred channel (e.g. SMS, Messenger, Email, and more.)



### Team Messaging & Dispatching

Streamline internal communications via messaging, eliminating radios.



### Automated Messaging

Reduce workload of hotel agents, and provide a better experience for the guest.



### Analytics & Reporting

Text and Sentiment analysis & reports for operators.



### Integrations

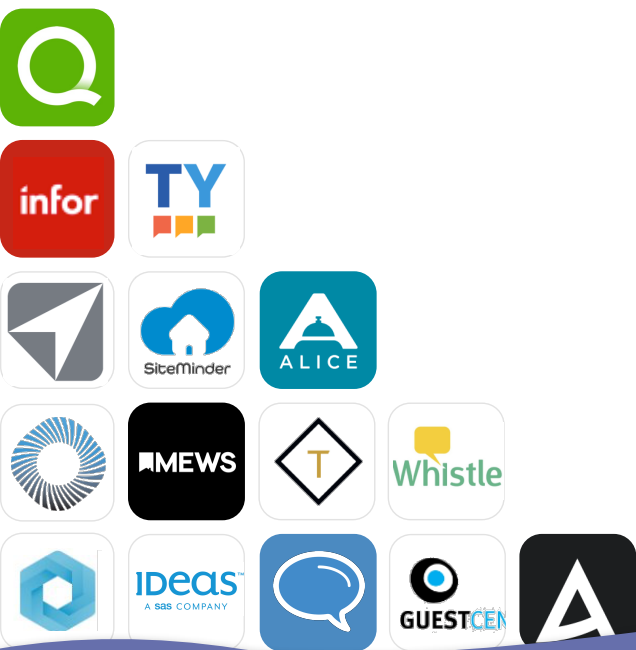
Connect with your existing systems to sync and organize your data.



### Ease of Use

User friendly interface for staff effectiveness and efficiency.





# WHO'S WHO...

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See which players are trending in the market and launch Hotel Tech Report compare to compare them side-by-side.


★ Most recommended by hoteliers

 **Whistle**  
View profile >


Whistle helps hotels increase guest engagement, improve service scores, and boost online TripAdvisor rankings.

 **HelloShift**

HelloShift's Guest Engagement Suite connects website shoppers and guests to your 24/7 Front Desk with real-time chat and SMS texts.

 **Kipsu**  
View profile >

Real Time Engagement solution enabling service-driven hoteliers to build relationships with their guests using texting and digital messaging.

 **TrustYou Messenger**  
View profile >

Communicate with your guests on their preferred channel conveniently from a single location improving the site experience for your guests.

 **Zingle**  
View profile >

Zingle is a software solution which enables businesses to communicate with customers through text messaging and other forms of messaging including Facebook Messenger and WeChat.


 **Ivy**  
View profile >

Go Moment has created Ivy, the world's first intelligent texting platform for hotels and the hospitality industry. Ivy, working as a digital personal assistant, proactively communicates with hotel

— 2018 TOP RATED —  
**Guest Messaging Platform**

  
**Whistle**

Guest Messaging Platform rankings



Want to compare products side-by-side with screenshots, reviews, features and more?

[Launch comparison tool](#)

“



Whistle review verified by Hotel Tech Report

“I absolutely love how Whistle has enabled us to take our guest service to another level while allowing our team to multi-task and get really creative with our guest interactions. Our tech-savvy guests love the ability to communicate with us in a quick and efficient manner, which in turn has increased our GSS (Service) scores. Whistle has also enabled us to streamline our interdepartmental communication, as well as to track Housekeeping and Maintenance work orders with instant updates being sent via text.”

**Director of Front Office**

Denver, Colorado

Branded hotel



# READY TO CONNECT WITH A TOP RATED PROVIDER?

Learn more about Whistle >

TOP RATED  
GUEST MESSAGING

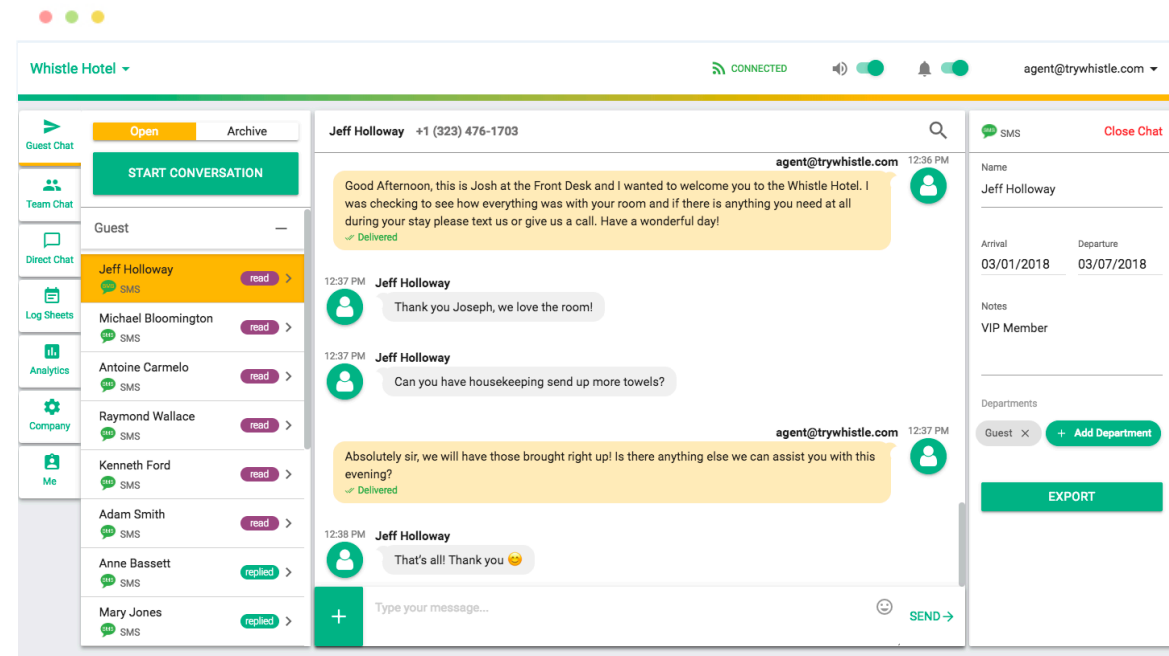
HotelTechAwards

PLATFORMS

2018



Whistle enhances customer service through real-time guest engagement, helping boost service scores while streamlining internal communication and operations through team messaging.



# STAY CONNECTED

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- **PMS** — Provide an elevated experience through automated and transactional messaging events. Ensure consistency and reduce the work your agents have to do when it comes to being proactive. Have all of the guest's information readily available.
- **Voice activated devices** — Allow for another easy channel for guests requests and general engagement..
- **Staff Collaboration Software** — Guest messaging and guest requests come full-circle. Automated dispatching eliminates any potential error and ensures efficiency.



MOST INTEGRATED  
VENDOR



5 verified integrations

Browse integrations



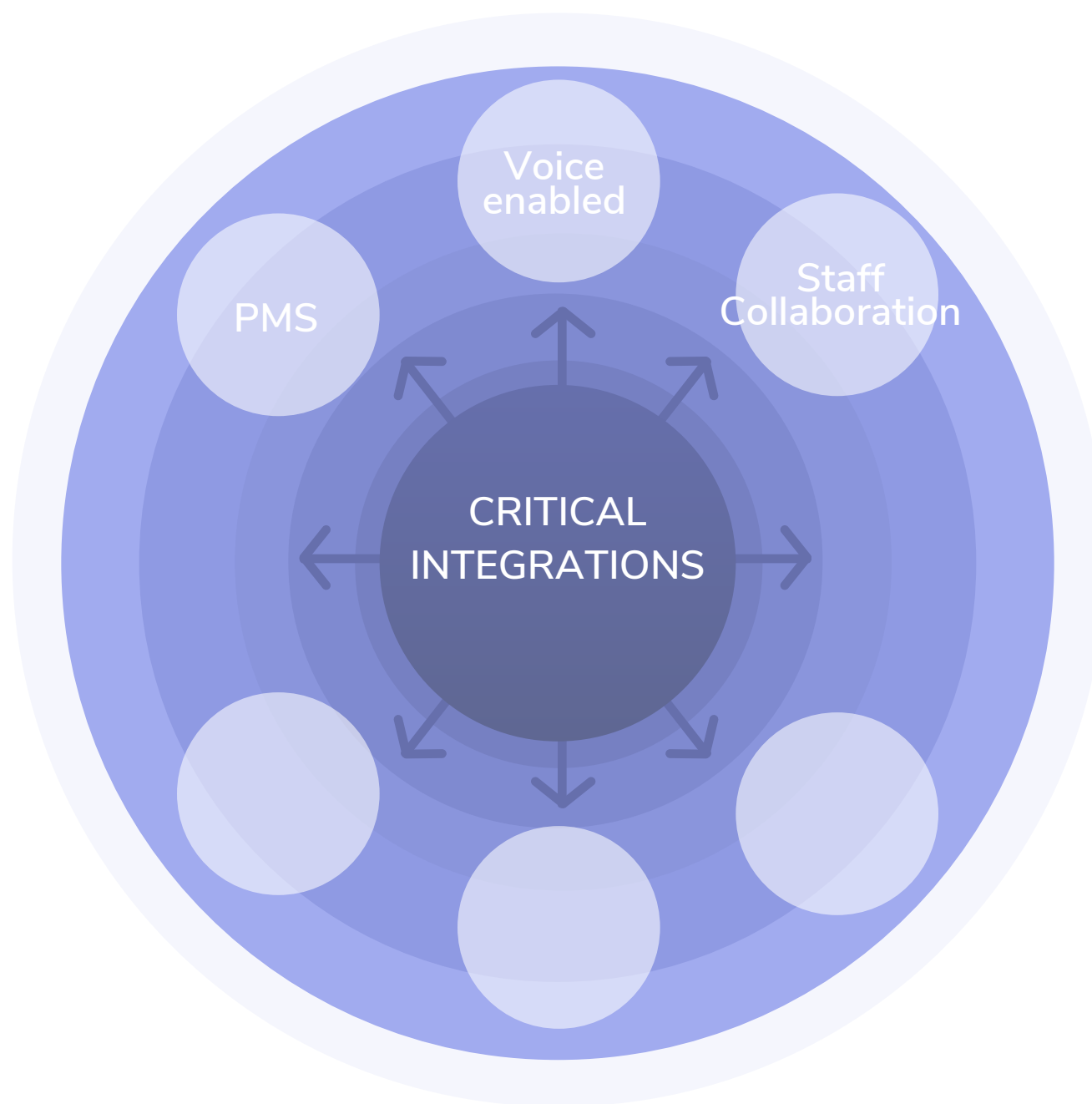
Without the right integrations even the best product can add complexity and cost. Make sure any vendor you consider has the integrations you need to set your team up for success.

[View integrations >](#)



Need an integration built for  
your hotel?

[Connect with Hapi](#)



# WHAT QUESTIONS SHOULD A SMART BUYER ASK VENDORS



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## HOW LONG IS THE TRAINING & IMPLEMENTATION PROCESS?

The training and implementation process determines how long until your hotel can begin utilizing the software. utilizing the software.

Good: 1 week or less

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## HOW OPEN ARE YOU TO INTEGRATIONS?

Integrations significantly boost the user and guest experience.

Good: We are integrated with 3rd party solutions and have an API for more.

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## CAN YOU SCHEDULE AND AUTOMATE MESSAGES?

Scheduling and automating certain messages or transactional events ensures precision and enhances the guest experience.

Good: Yes, you can schedule & automate messages.

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## AM I ABLE DRILL INTO WHAT MY GUESTS ARE SAYING? (E.G. IDENTIFY UNHAPPY GUESTS)

Real-time analytics and reporting show you what your guests are saying. Sentiment analysis and Surveys should provide real-time insight to positivity/negativity.

Good: Analytics and Reporting will show this info.

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## WHICH MOBILE MESSAGING AND CHAT CHANNELS ARE SUPPORTED?

The more channels the GMS provides, the more chats your hotel can have in aggregate (e.g. SMS, Email, Live Chat, Messenger, & more). That being said, the channels your hotel needs are dependent on your guests and your country.

# WHAT TO EXPECT



Pricing &  
budgeting



Implementation  
timeline



Success  
metrics



Success stories and  
additional resources

## PRICING GUIDANCE

**What are the typical pricing models and ranges that I should budget for?**

### IMPLEMENTATION EXPENSE

One time upfront setup, implementation and training cost.

#### Price range

\$0-\$5,000 (one time fee)

### MONTHLY SAAS FEE

Monthly service fees range depending on the vendor, your chainscale, and the tier or package your hotels purchases.

#### Price range

\$1-\$4/room/mo

## IMPLEMENTATION GUIDANCE

**What does the typical implementation timeline and process look like to go live?** Approximate implementation timeline: **Less than a week**

Training and implementation is a no-stress experience. As a cloud-based program with no software to download, training can be completed in as little as 30 minutes. The interface and design should be simple, interactive, and appealing to staff. The best companies offer free trials to allow hoteliers to experience product quality prior to purchase. With messaging, your strategy needs to be (i) consistent use (ii) analytical review (iii) adjust approach & improve guest experience. The more you utilize messaging, the more ROI for your operations and hotel. No matter how good or bad the messaging platform is, if your team is not hands-on with it your hotel will not benefit.



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# SUCCESS METRICS



# HOW DO I MEASURE SUCCESS?

1

## TRIPADVISOR REVIEWS

Utilizing a GMS' TripAdvisor integrations means a significant increase the volume of positive TripAdvisor reviews. SMS has a 90% read-rate within 3-minutes. For prospective guests, the two most important metrics are recency (42%) and quantity (30%) of reviews. A hotel ranked #1 on TripAdvisor earns 56% more direct bookings each month compared to hotels ranked 40th in their respective city.

2

## SERVICE SCORES

Elevate the experience throughout the entire guest journey, pre-booking, before, during, and post-stay. Use SMS Surveys to gauge guest satisfaction and address any concerns. Hotels see up to a 14% increase in service scores within the first 3 months. On average, 3% of Survey Responses will result in Service Recovery Opportunities for the hotel.

3

## EMPLOYEE PRODUCTIVITY

Increased productivity from streamlined operations (e.g. decreased call volume, multitasking conversations, quicker task dispatching, and more). Save time and money by ditching radios. Lower call volume during peak hours. Answer multiple inquiries at once.

# **SUCCESS STORIES AND FURTHER READING**

## CASE STUDY: HERITAGE HOTELS

Portfolio

Independent

Whistle

## CASE STUDY: SANDLES RESORTS

Resorts

Benbria

Ease of Use

## CASE STUDY: THE COSMOPOLITAN

Casino

Zingle

Increased guest spend

## CASE STUDY: KIMPTON HOTELS

Boutique

Kipsu

## HOTELS: ENGAGE GUESTS WITH TEXTS

For hotels, messaging presents an unprecedented opportunity to address the needs of customers and identify potential customers.

## 3 WAYS TECHNOLOGY CAN IMPROVE YOUR HOTEL'S CONCIERGE SERVICES

Embracing technology in a variety of ways can improve communication and ensure guests actually want assistance.

## HOW TEXT COMMUNICATIONS ARE ENHANCING LOST-AND-FOUND OPERATIONS

Guests should be able to reach out to the hotel on their own terms, using whichever form of communication they are most comfortable with. In many cases, this now means text messaging.

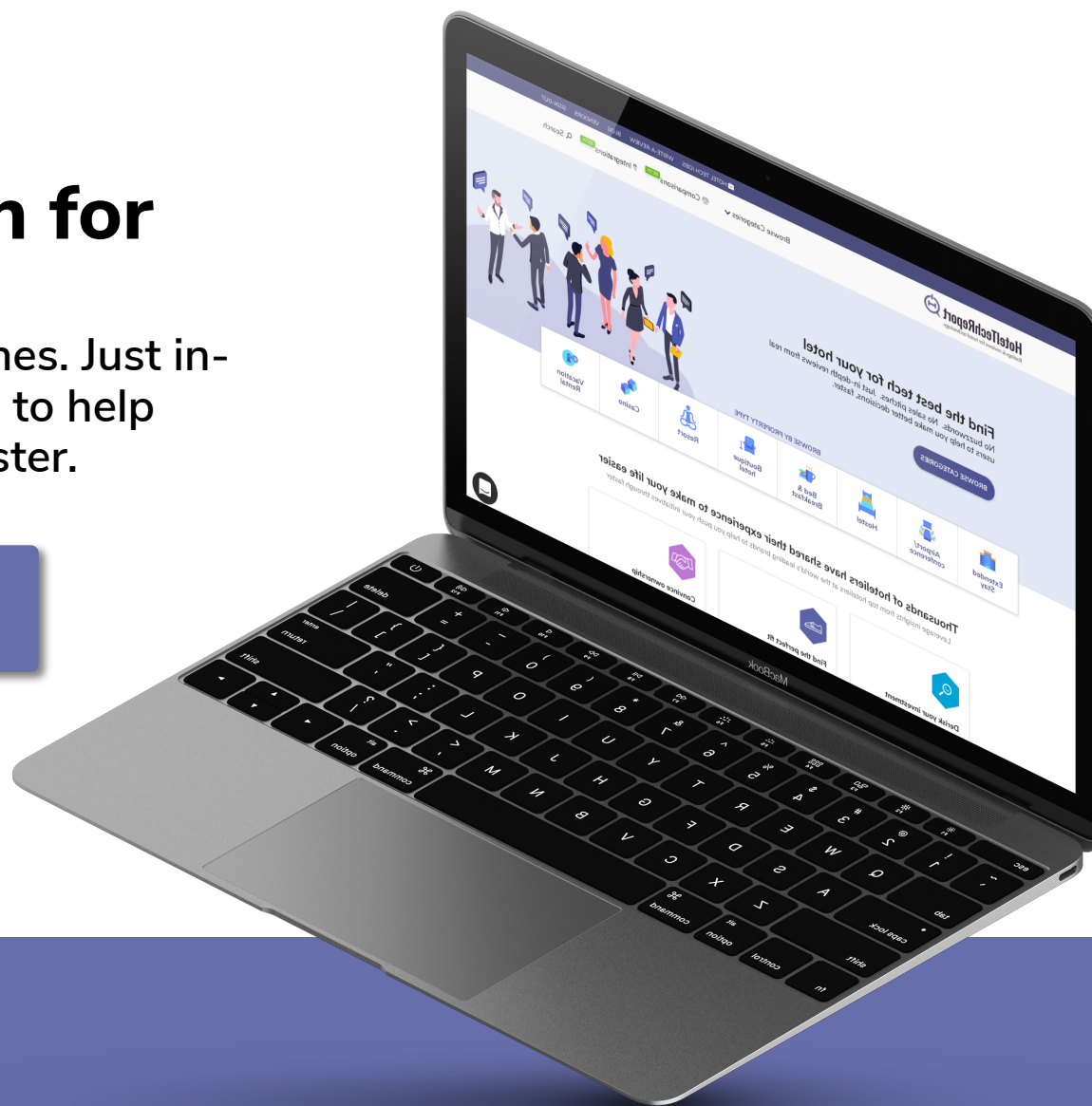
## 6 STEPS TO SUCCESS IN TEXT MESSAGING & CHAT FOR HOTEL MANAGERS

Consumers love messaging because it's fast, easy, and convenient. A Nielsen-Facebook survey found that 56 percent of people would rather message a business than call customer service. And more than half of respondents said they are more likely to shop with a business they can message directly.

# Find the best tech for your hotel

No buzzwords. No sales pitches. Just in-depth reviews from real users to help you make better decisions, faster.

Go to [HotelTechReport.com](https://www.hoteltechreport.com)



HotelTechReport 

[www.hoteltechreport.com](https://www.hoteltechreport.com)