

## maximizing guest satisfaction and engagement



### challenges

64% of people prefer to text a business rather than call but many travel and hospitality companies support only outbound messaging

Managing implementation nuances such as privacy, text-enabling landlines and multi-property rollouts

### solution

A centrally and securely managed software-as-a-service solution for all text conversations

Rapid, highly scalable and cost-effective deployment

Tools to automate and streamline engagement, including intelligently routing guest messages

### results

Guests can simply text concierges, housekeeping and other on-site staff from anywhere

Existing landline, mobile and toll-free numbers can receive text messages

Personalized messages help guests learn about promotions, local events and activities that reflect their interests

## engage, inform and wow guests with text-based engagement

When people travel, they typically bring their mobile phone. When people want to communicate with a business, at home or away, they frequently reach for their mobile phone — not to call, but to text.

In fact, many hotels, property management companies, airlines, trains, cruise lines, time shares, resorts and online rental services are missing out on opportunities for enhanced and targeted consumer engagement. They may be using text messaging for outbound-only programs, such as reminders and alerts, but to take full advantage of texting, they should allow their customers to interact with them via text, as well. That's key because 48% of U.S. consumers prefer loyalty communications via texts rather than direct mail, email or a smartphone app.<sup>1</sup>

This transforms texting from a one-way marketing tool into a truly conversational platform, providing an effective and preferred way to swiftly respond to what customers want. A powerful way to deliver concierge-style responsiveness and white-glove treatment, it can help differentiate your brand and delight customers.

Travel and hospitality companies should not rely on a corporate-branded app to serve all of their customers. For example, business travelers often cannot download unauthorized apps to a company-provided smartphone. Travelers can easily disable app notifications that are critical for customer engagement. Others may be unaware that an app is available or simply do not want another app on their phone. Since all phones have a messaging app pre-installed, texting is the most ubiquitous and seamless way to keep customers engaged.

91%

Amount of guests who say texting hotels is useful<sup>2</sup>

75%

Amount of customers who would like special offers sent to them via text message<sup>3</sup>

<sup>1</sup> <https://learn.g2.com/sms-marketing-statistics>

<sup>2</sup> <https://www.emarketer.com/Article/Guests-Embrace-Hotel-Messaging-Tools/1015162>

<sup>3</sup> <https://www.smscomparison.com/mass-text-messaging/2020-growth>




## messaging is more complex than it appears

Although SMS and multimedia messaging service (MMS) might appear as straightforward as email, they are actually highly complex in terms of network protocols, regulatory requirements, implementation options and more.

### challenges

To use messaging effectively and correctly, travel and hospitality companies would have to master nuances and complexities such as:

#### Enable Two-way Conversational Messaging

Provide fast, personalized service to maximize satisfaction and loyalty. Add  click-to-text buttons to web pages and social media to provide a convenient way to initiate a text conversation at the moment consumers are most interested and want to engage such as booking a trip, changing a reservation or requesting service.

#### Compliance with Federal Texting Laws

Easily manage user consent through opt-in and opt-out.

#### Centrally Manage Texting on a Broad Scale

Support dozens of properties or fleets, hundreds of employees and thousands of guests, regardless of geographic location or mobile service provider.

#### Complex Network Requirements

Understand and adhere to unique connection protocols, character-encoding requirements, message concatenation and complex delivery receipt status and error coding.

#### Deliver the Right Message, to the Right People, at the Right Time

Ensure that messages are delivered on time and can be scheduled for a future date and time, such as boarding-time reminders.

#### Turn Conversations into Actionable Insights Time

Help marketing teams create smarter and personalized campaigns and suggest offers based on history and preferences

## enabling personalized, flexible engagement

iconectiv has helped travel and hospitality companies overcome the technological, privacy and regulatory considerations that prevent others from leveraging text messaging for customer service, marketing promotions and loyalty programs. Texting is an ideal way to educate guests and passengers about amenities, promotions, services and area attractions and to provide prompt and seamless customer service.



### solution

#### easy to use

Deliver the right messages to the right people at the right time thanks to automated routing

A robust, high-performance API gateway built for reliable, real-time SMS global delivery can easily connect to existing systems to simplify mass communications and personalized message delivery

Accessible from any web-connected desktop or device

#### engaging

Centrally manage texting across multiple properties, fleets, employees and customers to maximize reach and effectiveness

Achieve direct engagement and immediacy in the moment, such as quickly and conveniently alerting guests about scheduling updates or requesting that the concierge arrange car service

#### secure

Securely manage text broadcast and chat services across geographically dispersed areas, employees and guests

Property managers, concierges and other employees can text guests without giving out their personal mobile number

Complies with privacy and communication regulations, and mobile operator requirements

48% of U.S. consumers prefer SMS loyalty communication over direct mail, email or application loyalty communications.<sup>4</sup>


## white-glove customer service at your fingertips

TruReach Deliver Aerialink helps travel and hospitality companies quickly, correctly and cost effectively implement text messaging for personalized, targeted and effective engagement throughout the guest journey.

### results

#### Reservations

Extend last-minute travel deals and keep guests informed of reward offers, which 75% of people prefer to receive via text.<sup>4</sup>

Add click-to-text  buttons to let consumers start a text chat with a live agent.

Send event-triggered confirmations, modifications and cancellations. Surveys show people prefer texts for scheduling or changing appointments, and for making or confirming.<sup>5</sup>

75%

#### Departure

Text the front desk to request late check-out, email your folio or request a ride to the airport.

Use texting for express checkout and send a link to view bill.

Send baggage claim and connecting flight information.



#### Arrival

Invite guests to text any last-minute requests.

Communicate check-in time, or confirmation of special requests.

Quickly route requests to the right department, such as texting gate agents a request for a wheelchair for a guest.

Send text coupons for a free appetizer in the train's restaurant car or the cruise ship's bar.



#### Follow-Up

Thank guests for their business, request feedback or ask them to respond to a brief survey.

When a guest leaves something behind, text guests as soon as it is found and quickly determine the best way to get it to them.

Stay connected with deals, information and activities to entice them to return.

Send loyalty-relevant redemptions, point updates and upgrade options.



<sup>4</sup> <https://www.smscomparison.com/mass-text-messaging/2020-growth>

<sup>5</sup> <https://www.localproject.net/docs/texting-stats>

### about iconectiv

Your business and your customers need to access and exchange information simply, seamlessly and securely. iconectiv's extensive experience in information services and its unmatched numbering intelligence helps you do just that. In fact, more than 2 billion people count on our platforms each day to keep their networks, devices and applications connected. Our cloud-based Software as a Service (SaaS) solutions span network and operations management, numbering, trusted communications and fraud prevention. For more information, visit [www.iconectiv.com](http://www.iconectiv.com). Follow us on Twitter and LinkedIn.

### make the connection.

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