

## Hospitality – Ensuring Guest Satisfaction With Mobile

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All hotels – from functional economy lodging to five-star luxury resorts – want their guests to check out feeling like their stay was full of fun and relaxation and low on hassle and obligation. As a channel that enables immediate and pointed communication with customers (99% of text messages are opened within 10 minutes of delivery and read in their entirety), mobile presents a unique opportunity to redefine the host/guest relationship and can be a valuable tool for accommodation providers who want to ensure guests have the optimal experience. The fact that consumers carry their devices at all times means hotels can focus on closed loop marketing – getting to know customers well enough to anticipate their needs, at any time, at every point of contact. By enabling it to engage new customers – and reward loyal ones – through a channel that is personal and familiar, mobile helps the hospitality industry improve overall guest satisfaction and drive repeat business.

### Choosing the Right Mobile Partner

The right partner for an effective mobile CRM strategy is one that integrates seamlessly into existing CRM software, across multiple divisions. Qualified mobile providers will offer three major functions:

- ✓ An easy-to-use UI for marketing managers and hotel operators to execute various CRM initiatives
- ✓ An expansive, scalable API platform for integrating operational processes
- ✓ Extensive CRM knowledge and tools to ensure messaging is relevant and targeted and the right data is captured

### Where We Come In

Waterfall Mobile's Msgme platform enables hospitality industry providers to extend their CRM strategy by providing multiple mobile touchpoints through which they can interact with customers. Msgme helps position and strengthen the CRM initiative whether guests are "on property" or in the comfort of their own home. This is accomplished by:

- **On-site Marketing**  
Fill empty seats in a restaurant or entertainment venue by sending same-day text offers to the guests to release unsold seats or reservations.
- **Mobile Loyalty and Points**  
Offering a mobile entry point can increase participation in brand loyalty programs. Guest who opt-in to receive communications can be rewarded with updates about exclusive hotel amenities, promotions and offers. Msgme captures subscription and redemption data and converts it to reliable metrics for smarter targeting strategies in the future.
- **Guest Information Services**  
Put an end to guests hanging around the lobby around check-in time by sending them a text message when their room is ready. Save time and paper by sending users a quick text upon check-out, confirming the details of their stay.
- **Retention Programs**  
Gain more visibility and insight into guests' experience by sending a post-stay text asking for their feedback about various services you are looking to improve. Send them offers to download receipts or update loyalty cards right from their mobile phone.

For more info, contact your Account Manager or our Sales Team @ [sales@waterfallmobile.com](mailto:sales@waterfallmobile.com).