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Improving the Hotel Guest Experience with Live Chat

Foster a Great Hotel Guest Experience with Live Chat

Which live chat feature creates greater hotel guest experiences? The easy to use technology or the personal attention? There could be many thought provoking analogies for both sides but at the heart of all possibilities is one common thread: The hotel guest.

Add Live Chat to your Hotel Digital Marketing Arsenal

Hoteliers should start to seriously consider adding live chat to their hotel digital marketing arsenal. Live chat as a technology has been around for years and used extensively for online retail sites. But has it been a tried and tested technology on hotel websites? You bet! The familiarity of a well-known platform reduces any guest or prospective guest frustrations with things like website navigation or a non-responsive hotel phone line. The easier the interaction, the more pleased the hotel guests. The more pleased the hotel guests, the more chances of having them book their hotel stay directly through your hotel website.

Helping Travelers on their Journey

From the human perspective, who wouldn't want to deal with less frustration and get a bit of personal attention? Live chat agents would be present in the moment that the hotel website visitor is searching for answers.

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Top Reasons Hotel Guests use Live Chat:

- Information on Hotel Rooms & Sizes
- Seeking hotel activity offerings
- Requesting wedding information
- Meeting Planning
- Wanting to know about area attractions

Hotel guests appreciate your short response time as they go through their travel journey searches. This all gives the hotel a chance to build relationships on a personal level, creating an unforgettable guest experience and motivating guests toward making direct bookings for rooms, meetings or events.

Impacting Hotel Micro Moments

Putting the **guest experience** first and foremost gives an advantage to hotels. It's what impacts hotel micro moments. Whereas OTA's have little to do with the overall guest experience, hotels who use live chat can engage visitors on a personal level. Live chat would be there on your hotel website prepared to address all interactions – the first line to the customer service experience. This will increase opportunities to gain customer loyalty and repeat business as well as creating chances to up-sell.

In the end, lessening a potential guest's frustrations and being present in the moment a visitor seeks out information, clarification or direction is how live chat creates memorable hotel guest experiences. The easier it is to conduct a transaction, the less frustrated the visitor, the better the guest experience. So make hotel guest experiences your focal point with live chat.

Live Chat Best Practices and Etiquette for a Better Hotel Guest Experience

We've created this easy to use Live Chat for Hotels Best Practices Guide to help you realize your live chat goals.

Live chat agents could be one of the first contacts your guest or prospective guest will have with your hotel. As such, you would want to ensure that they have a warm, friendly approach and provide informative, clear and accurate information. To the prospective guest, the experience should feel like they are asking advice or information from a trusted friend. Live chat 'friends' would be there to guide them and gently push them along toward clicking on that book now button.

So now you have the right tool with live chat for hotels on your website. Now you need to make it all about the guest experience. The key is to treat visitors as people – show your human side.

While the traveler begins to explore the endless possibilities for that perfect hotel stay, they will search sites that have the most appealing visuals and the easiest, quickest responses to their questions. This initial emotional connection becomes the hotel's opportunity to tap into the **traveler's journey** and 'wow' that prospective guest into choosing your hotel. With the right approach and tools, hotels could start building relationships that turn into satisfied guests who will give repeat business – Here enters live chat for hotels.

- 1. Own the conversation:** Be truly helpful. Ask precise but simple questions that leave nothing to interpretation. Build trust and credibility with the customer using warm language that is tone of voice in chat, avoiding sarcasm and opinions. Ensure people they are in capable and friendly hands.

Live Chat Best Practices and Etiquette for a Better Hotel Guest Experience

2. **Be pleasant & empathetic:** Put yourself in the requestor's shoes. Your tone will carry through the written conversation so be respectful. Never leave a question unanswered. Leave your attitude at the door. The whole point is to make the person contacting you feel they can trust you. Be polite and show you value the guest.

3. **Communicate professionally:** The very nature of live chat is written communication. So be clear. Dot your "i"s and cross your "t"s. Avoid typos. Use proper grammar, punctuation and spelling. Write complete sentences. No colloquial jargon or acronyms as not everyone would be familiar with them.

4. **Answer quickly and concisely:** Being there the moment someone reaches out is the natural promise of live chat. It's the immediacy of help or direction that catches the requestor's attention. So keep their attention by promptly responding to every message. No stalling or fumbling for words as you not only risk having the person leave the chat but your hotel would lose the opportunity for guest satisfaction.

5. **Show you are an expert:** Agents needs to be well trained and have a good knowledge base. You need to be sure what you are saying when sharing information and providing website guidance to visitors. It' the best way to win over the visitor's confidence and have them come back again and again.

Once these basics are set, your hotel is on its way to providing guests with the wow factor. Live Chats that leave the prospective guest feeling happy create a positive experience they will not forget and will want to share with others – they become your ideal hotel ambassadors. Have you added live chat to your [customer service](#) strategy?

About Lodging Interactive

Headquartered in Parsippany, NJ, Lodging Interactive is a full-service digital marketing and social media engagement agency exclusively servicing the hospitality industry. Through its web design and search optimization division as well as its **CoMMingle Social Media Division**, Lodging Interactive provides effective Internet marketing services to hundreds of branded and independent properties as well as management companies, restaurants and spas. The company also offers fully managed Live Chat agents for hotel websites through its **LiveChatForHotels.com** division.

Lodging Interactive is an HSMIA Adrian Award winner, and has won awards from the International Academy of Visual Arts, Interactive Media Awards, Horizon Interactive Awards, Web Marketing Association, Academy of Interactive & Visual Arts, and Travel Weekly's Magellan Awards have recognized Lodging Interactive as an industry leader.

Lodging Interactive is a proud supporter of the Hotel Sales & Marketing Association International (HSMIA) and the company's president, DJ Vallauri, currently serves on the Board of Directors of HSMIA's New York Chapter. For more information, please contact sales@lodginginteractive.com, 877-291-4411 or visit the LodgingInteractive.com.

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- Website hosting
- SEO - organic content optimization
- PPC - Pay-Per Click marketing
- Brand e-Commerce scorecards
- Display advertising
- Email marketing
- Strategic online marketing planning



- Reputation monitoring & management
- Guest review management responses
- Social media engagement
- Social media marketing
- Blogging services
- Image sharing & marketing
- Social Voices (24/7/365)
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