



LODGING interactive

DIGITAL MARKETING | SINCE 2001 | SOCIAL ENGAGEMENT

The Future of Hotel Customer Service



Finding Your Hotel Staff Ambassadors

Human beings are an emotional bunch: Emotions lead to a great customer experience. It's the emotional experience that shows how well your hotel succeeds in providing great customer service. Emotions are a strong motivator that drives bookings. One thing for sure – it's important to not just consider exchanges with hotel guests as a chance to complete a sale but an opportunity to strengthen your hotel's connection to guests and potential guests.

Great customer service comes down to the relationships that hotel staff forms *with* guests and the good feelings that create unforgettable memories *for* guests. It's that genuine authentic customer relationship that promises sustained growth.

This is where hotel ambassadors come to play such a vital role. They create a buzz about your hotel to their many followers. Their influence is what brings more attention to your hotel and there's nothing like tapping into the wealth of peer-to-peer marketing!

But are you only thinking about your influencers in terms of social media champions? Well think again. It's time to look internally and recognize the value of your own staff. Your staff ensures a smooth consistency of your hotel's service from online presence to the actual hotel stay experience – no empty hype. They are the face that guests remember making them feel uniquely valued, special and important.

I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel. – Maya Angelou

First impressions are lasting ones and your staff is the first to have a face-to-face exchange with guests. The last thing you want is bad customer service taking on a life of its own where guests and/or potential guests end up taking their business elsewhere. So it's important to empower your staff so that the guest experience is pleasurable and memorable:

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- ***Take care of the guest issue in a timely manner.*** Guests want to feel that you are respectfully and quickly trying to find a resolution to their issue, whether big or small, and that their issue is as important to you as it is to them.
- ***Listen and inspire empathy not apathy.*** Guests want to feel your caring about their concerns is sincere and that they have been heard. They need to know they matter and your attention makes them feel they are important.
- ***Provide service consistency:*** Whether it is a guest or potential guest, staff needs to treat them both exactly the same. Your online presence should be consistent with the face-to-face interaction at your hotel. It is the best word-of-mouth marketing.
- ***Be kind and have a great attitude:*** These will go a long way to affecting your guests and reflect back onto employee productivity. Happy employees make for happy guests. Treat your employees with kindness and respect and it will have a ripple effect toward your guests. Kindness is contagious. Pay it forward!

When staff finds harmony with hotel values that's when you find – and keep – hard working staffers. Recognizing employees when they hit the mark on hotel goals, challenges and expectations gives them a sense of being part of the team and play a vital role in the bigger economic picture of the hotel. If your staff has an emotional stake in their job it creates loyalty to you and this in turn creates customer loyalty. So listen to your staff. They are first in the line of fire with your guests and know what guests want and need. Make them part of the solutions you provide and don't miss out on their invaluable feedback. So who are your hotel staff ambassadors?

Live Chat Messaging Apps and the Future of Hotel Customer Service

Uber testing driverless cars in Pittsburgh. Siri giving us directions and information. Boomerang Respondable helping us write effective emails. Messaging apps providing quick responses to queries. Artificial Intelligence that only seemed possible in a Star Trek episode is in our daily lives right here and now. So hang onto to your FitBit because hoteliers will need to step it up a notch with what's in store for the future of hotel customer service.

Messaging apps usage is creating a sonic boom throughout the hotel industry. Though they have been around for more than 10 years, messaging apps have experienced a resurgence that has grown beyond their use in retail. With the explosion of mobile usage and messaging apps allowing for easy integration into websites, hoteliers need to be mindful of the potential use of live chat apps in expanding their follower base and generating revenue.

There is no magic to it. The technology has been around for many years and the recipe to creating a successful digital imprint is already in the hotel digital marketer's cookbook – just add some simple spices to reap the benefits of live chat apps:

Inviting dialogue and encouraging experiences is already part of your hotel's online strategy but with live chat apps this has never played a more important role. It will be the differential between your hotel and competitors. You need to keep the chat conversation real by adding a human touch to your chat - no robotic responses. Making better guest experiences means more loyal followers. The value of peer-to-peer marketing is limitless!

Responding in real time is the true strength of live chat apps. Which room has the perfect beach view? What restaurants do you recommend? What rooms are available for my wedding date? Answering questions like these in real time through a live chat app will provide your guest with instant gratification and the incentive to click onto that final booking.

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Providing guidance as potential guests navigate your website is another strength of chat apps. If your visitor gets stuck while trying to finalize a booking, they are relieved to see someone is on standby ready to give the instructions toward their final booking. Your live chat agent saves the day and the guest experience is sweet. A two-fold benefit: Great customer service and a customer loyalty opportunity.

Delivering the greatest customer service all comes down to relationships formed with guests. Whether it's your hotel staff or your marketing department/agency, the first impression is what sets the tone of your guest's entire stay and what will become the tone of your online presence. Live chat apps provide the perfect venue to set a lasting, positive tone that resonates across all online platforms and using the feedback you will get to improve services is invaluable!

Boosting bookings and reducing costs are two important end goals to your marketing efforts. Just think of all the time you save in follow up when you can provide the answer quickly through a chat message. Better response time means better online reputation. Better online reputation means more bookings. More bookings translate into more revenue.

Messenger apps are providing a completely new way to expand your hotel's organic online presence, provide great customer service and create new revenue opportunities. Don't miss out on the chance to make your mark. Welcome to the future! For more information on how your hotel can benefit from offering guests a Live Chat experience in a cost effective manner.

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 HSMAI 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 (HSMAI) and the company's president, DJ Vallauri, currently serves on the Board of Directors of HSMAI's New York Chapter. For more information, please contact sales@lodginginteractive.com, 877-291-4411 or visit the [LodgingInteractive.com](#).

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- Social Voices (24/7/365)
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Thank You!