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Messaging Apps and Your Hotel



The Rise of Messaging Apps for Hotels

Messaging apps are changing the way people communicate and, as messaging companies like **Facebook Messenger**, WhatsApp and WeChat build out their services, there are greater opportunities to reach out to guests by connecting hotels with users.

Gartner recently conducted a mobile apps survey showing that the number of people using messaging apps is steadily growing. Some interesting finds from their survey include:

- People are looking for an app that has many services without the user having to leave the app. The main reason is that people are searching for a more engaging experience.
- Businesses and app providers need to enhance their services by developing more engaging strategies for messaging and personal assistant apps.
- For personal assistant apps, marketers should be looking at what's needed to create a more friendly search strategy.
- Social media apps are still the most popular but usage fell behind messaging apps. Messaging, personal assistant and shopping app usage was on the rise because of features like user-generated videos, customer service chats and m-commerce capability.

Messaging apps, like social media channels, change as features change and these changes happen quickly. Messaging apps are no longer just on a peer-to-peer level. People are now also using messaging apps to connect with hotels, watch content and browse offers so their adoption into businesses is rapidly growing.

Facebook Messenger boasts 1.2 billion monthly active users and its integration with Uber and Lyft shows their plans to move toward broader partnerships. Then there's WhatsApp with plans to introduce a new commercial messaging platform specifically for businesses. Caesars Entertainment Corporation became the first to use messaging apps in the hospitality industry when they recently debuted WeChat Pay at selected locations and plans to have it roll out to all outlets in Caesars Palace and resorts in 2018.

The Rise of Messaging Apps for Hotels

Social media and messaging apps have become an ingrained part of daily hotel business. They have features that are valued by guests and potential guests who are on-the-go for both internal or external communications. With increased messenger app usage, hotels need to consider changing their content marketing strategy to reach out and connect with their guests and potential guests.

The projected growth of messaging apps is expected to be 2 billion people using messaging apps by 2018. Hotels are always looking to see how to reach out to guests in all phases of their travel journey, creating memorable guest experiences and turning satisfied guests into loyal customers. As these messaging apps are expanding their functionality to connect brands with users, it is well worth exploring how they could be incorporated into your hotel marketing plans.

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 exchanges 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!

Live Chat Messaging Apps and the Future of Hotel Customer Service

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.

Responding in real time

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 great 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.

Live Chat Messaging Apps and the Future of Hotel Customer Service

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, please visit: [LiveChatForHotels.com](https://www.LiveChatForHotels.com).

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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- Website design & development
- 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)
- CoMMingle Live Chat Fully Managed

Thank you!