

# THE VALUE OF CROSS-CHANNEL COMMUNICATION

How Hotels Can Use  
Text and Voice  
Messaging to Increase  
Guest Satisfaction and  
Improve ROI

**TRUSTYOU** 

**volar**  
engage your guests with voice



# We're glad you've joined today's webinar:

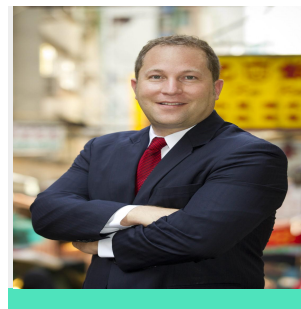
TrustYou and Volara will uncover:

- How to create consistency across communication channels
- How multi-channel communication methods benefit a hotel
- The value of cross-channel messaging through Voice and SMS
- Use-cases for text and voice messaging, including when and when not to “Bot”
- Established best practices (and results) from leading hotels!

# Today's speakers:



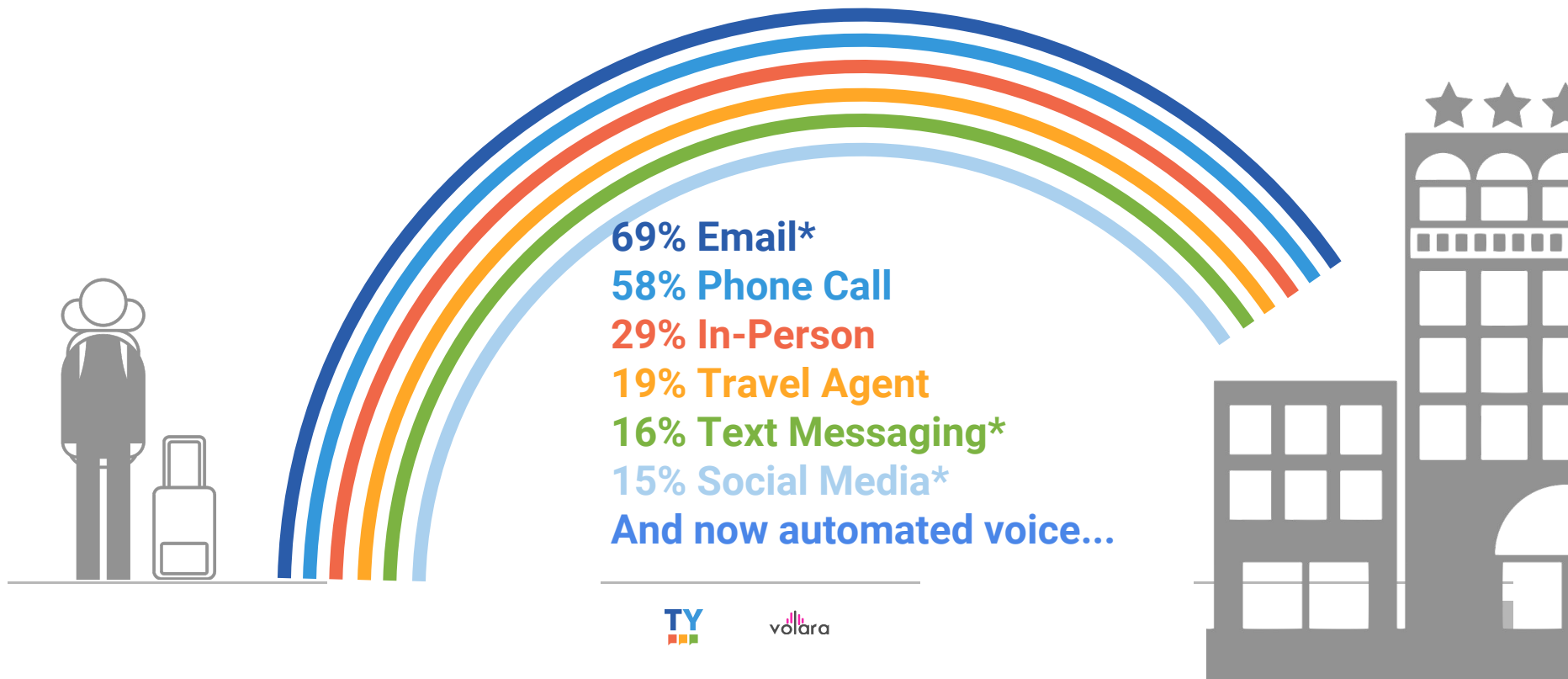
**VALERIE CASTILLO**  
Senior Director of Marketing



**DAVID BERGER**  
Co-Founder & CEO



# 73% of Guests Communication Digitally with Hotels



# Top 3 Guest-Preferred Digital Communication Methods



**76%**

**EMAIL**



**27%**

**HOTEL'S  
SITE\***

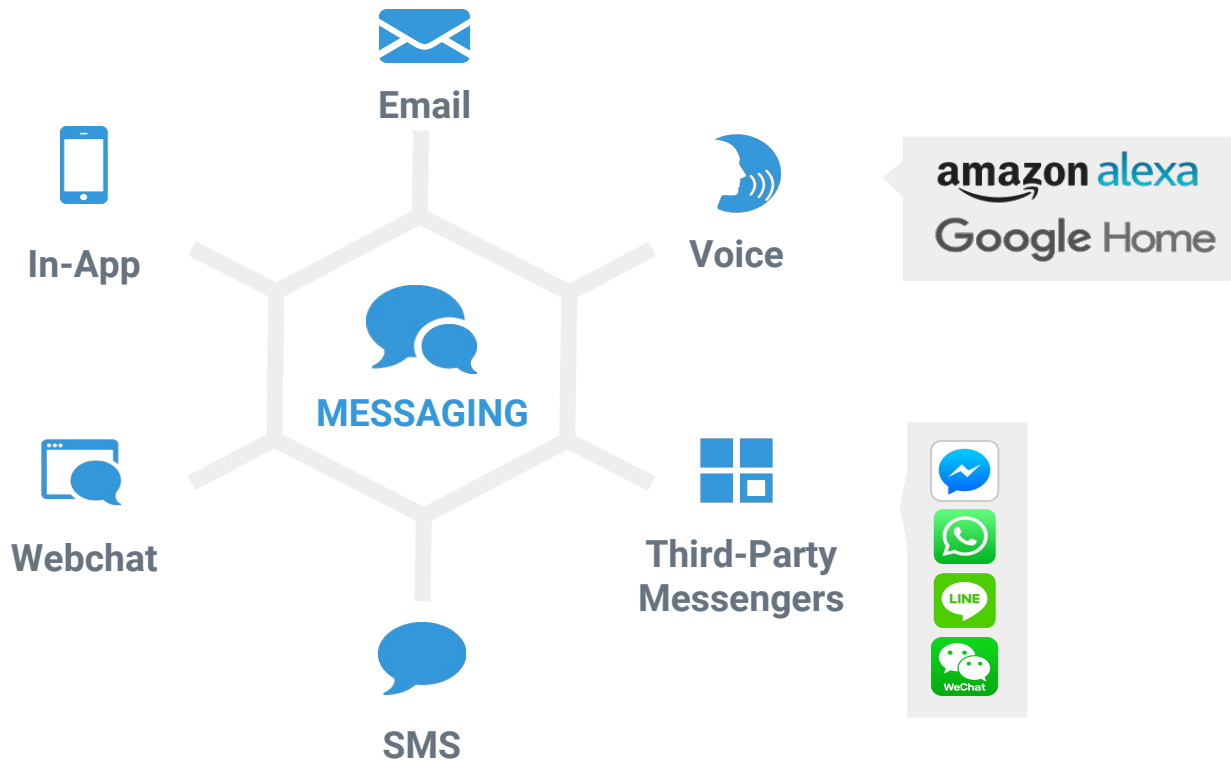


**25%**

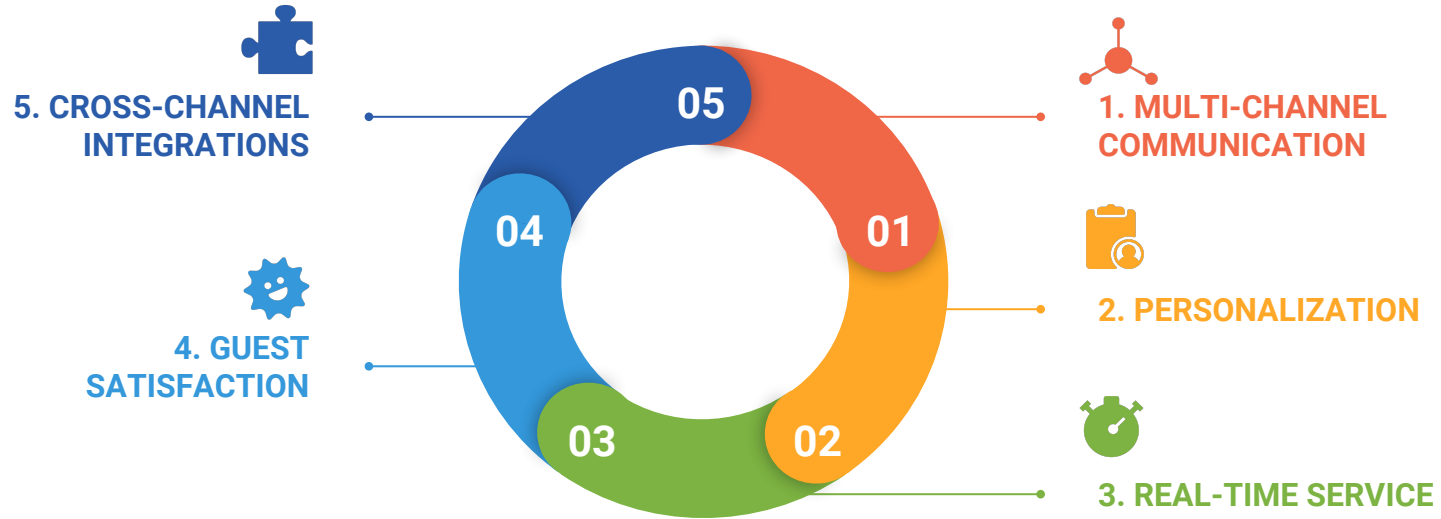
**MESSAGING**

\*78% of travelers will visit the hotel's site "Always" or "Most of the time"

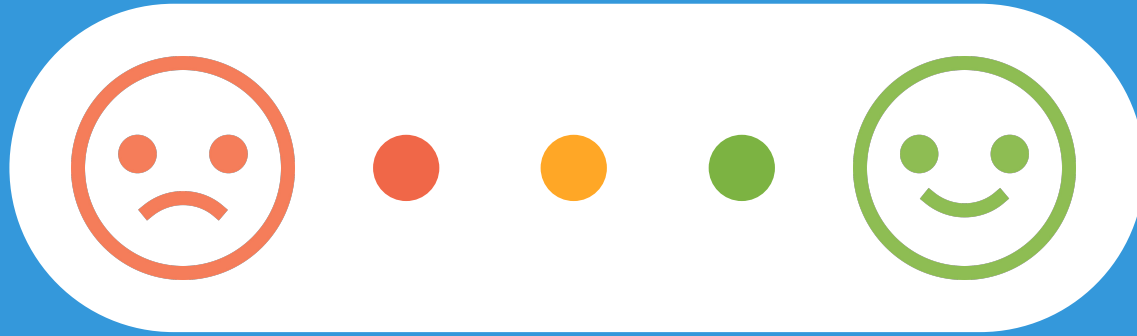
# Multi-Channel Communication



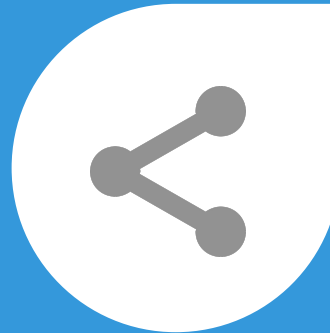
# Benefits of Guest Messaging



# Positive Communication Impacts Guest Satisfaction



When using text messaging and social media combined to communicate with a hotel, travelers report **significantly higher satisfaction ratings.**



**4.5**  

---

**5.0**



# Use Cases of Guest Messaging

Ensure details of a request are not missed when passed among departments.

Hi there, could you please bring some extra towels?

**Housekeeping:** Please bring two towels to room 303

Sure, we'll be right up

Provide prompt responses to all guests, no matter how busy it gets.

Hi Julie, we're experiencing some power problems on your floor, would you a free drink in the lobby while we fix the issue?

That would be great! I'll be right down.

## “Hotels and OTAs Failing to Inspire Guests”

*...hotels and OTAs are not yet fully  
embracing the opportunities  
around upselling and ancillary  
revenues...*



# Use Cases of Guest Messaging

**Give guests peace-of-mind with requested status updates and notifications.**

How long until my order will be delivered to my room?

Your dinner will be delivered within the next 15 minutes

We're sorry for the short delay, your food is on its way up now

**Increase revenue through personalized offers and upgrades**

Congratulations! It's your 5th stay in our hotel. Would you like to sign up to our loyalty program to save next time?

Sure, what other benefits come with signing up?

You can find more info on [our site](#)

# The Voice Connection

The Future of  
Communication in  
Hospitality is Happening  
Now!

The image displays a screenshot of a hotel management system (HMS) interface, specifically a messaging inbox. The interface is divided into several sections:

- Left Sidebar:** Contains navigation icons for Analytics, Survey, Messaging, Compose, Search, Inbox, Customers, Outreach, Statistics, Integration, Settings, and Marketing.
- Inbox:** Lists messages from customers. The first message is from Matthew Graham (5 seconds ago) with the subject "FRONT OFFICE, MANAGEMENT". Below it are messages from Albert Bishop (8 days ago) and Carole Daniels (13 days ago).
- Message Detail View:** Shows a conversation with Matthew Graham. The messages are:
  - Matthew Graham: "Hello, I've just booked a room at your hotel and I'm wondering if I can bring my dog with me." (4 hours ago via chat)
  - System/Agent: "Hello Mr. Graham, Thanks for booking a room with us! We allow small dogs for a fee of £25.00 per night. Would you like me to add that to your reservation for June 10-15?" (4 hours ago via chat - Delivered)
  - Matthew Graham: "That would be great, thanks!" (4 hours ago via chat)
  - Matthew Graham: "Please send extra towels to my room." (17 minutes ago via Alexa)
  - System/Agent: "Housekeeping Please bring extra towels to Mr. Graham." (11 minutes ago)
  - Internal Note by Julie Porter: "Please send extra towels to my room." (15 minutes ago via Alexa)
  - System/Agent: "Housekeeping Please bring extra towels to Mr. Graham." (10 minutes ago)
- Customer Overview:** Displays information for Matthew Graham, including "Spa Appointments", "Customer Lifetime", "Average Spend", and "Total Spend".
- Notes on Customer:** Lists preferences: "Prefers feather pillow", "Frequent Traveller", and "Prefers e-invoice".

On the right side of the interface, there is a large, white, cylindrical Amazon Echo device with a black mesh grille and the Amazon logo at the bottom.

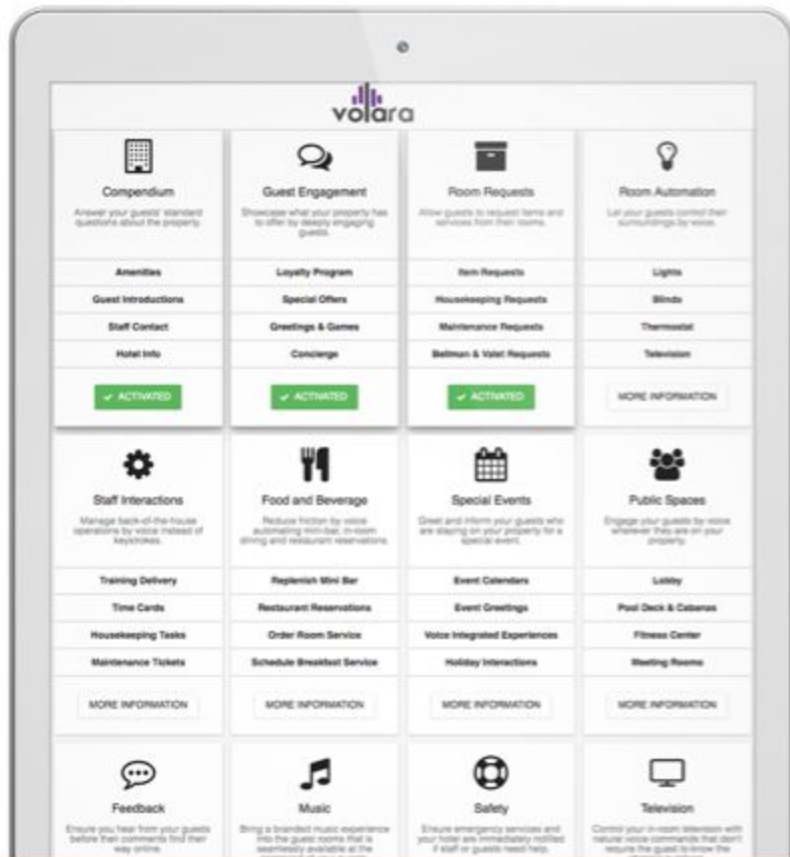
# Voice

Harnessing this frictionless medium to meet your business objectives.

# WHAT DOES VOLARA OFFER TO GUESTS?

## A VOICE INTERFACE FOR:

- Room Controls
- Compendium Information
- Concierge Recommendations
- Item & Service Requests
- Greetings and Games
- Sleep Support & Music
- Food & Beverage Ordering
- ....and so much more!



Our clients come from  
across the spectrum of  
the hotel industry



THE WESTIN  
BUFFALO



THE WAYFARER HOTEL

theWit  
A DoubleTree by Hilton



THE  
TIME  
NY & CO



THE GRAND  
HOTEL | SILICON VALLEY  
Est. 2000

# Case Study #1: Driving Efficiency

240 Item and Service Request  
Per 1000 Occupied Room Nights

## Alexis Hotel by Kimpton

“The staff time saved by the Volara-powered Amazon Echo Dot devices at the Alexis – which **adds up to over 40 hours each month** – has enabled our professional team to focus on higher value engagement with our guests – i.e, those interactions that require a distinctly human touch.”

- Jenn Gile, Assistant General Manager of Alexis Hotel by Kimpton



# Case Study #2: Influencing Guest Behavior

## 700 Opportunities to Influence Guest Behavior Per 1000 Occupied Room Nights

### **Time Hotel Nyack by Dream Hotel Group**

“The Time Nyack brings modern amenities to a boutique hotel environment in the heart of the Hudson Valley The Volara-powered Amazon Echo Dot devices found in our guestrooms are well equipped to handle guest requests, like helping them find local restaurants, music, amenities and events”

- Christian Cooper, Vice President IT at Dream Hotel Group

# Case Study #3: Improving Guest Experience

Over 400 positive TripAdvisor reviews to date.

## Acme Hotel Chicago

“We knew Volara’s customized voice-based guest engagement solution on the Amazon Echo would be a perfect fit for our guests, acting as a **high-tech personal assistant for a number of hotel services and information on demand.**”

- Jim Harness, General Manager of Acme Hotel Chicago

# Voice

It's a powerful means of communication, but isn't the perfect medium for every interaction with your guests.

# TRUSTYOU

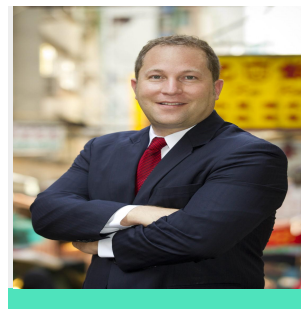


  
volara

# Questions?



VALERIE CASTILLO  
Senior Director of Marketing



DAVID BERGER  
Co-Founder & CEO



[db@volara.ai](mailto:db@volara.ai)

Volara.io