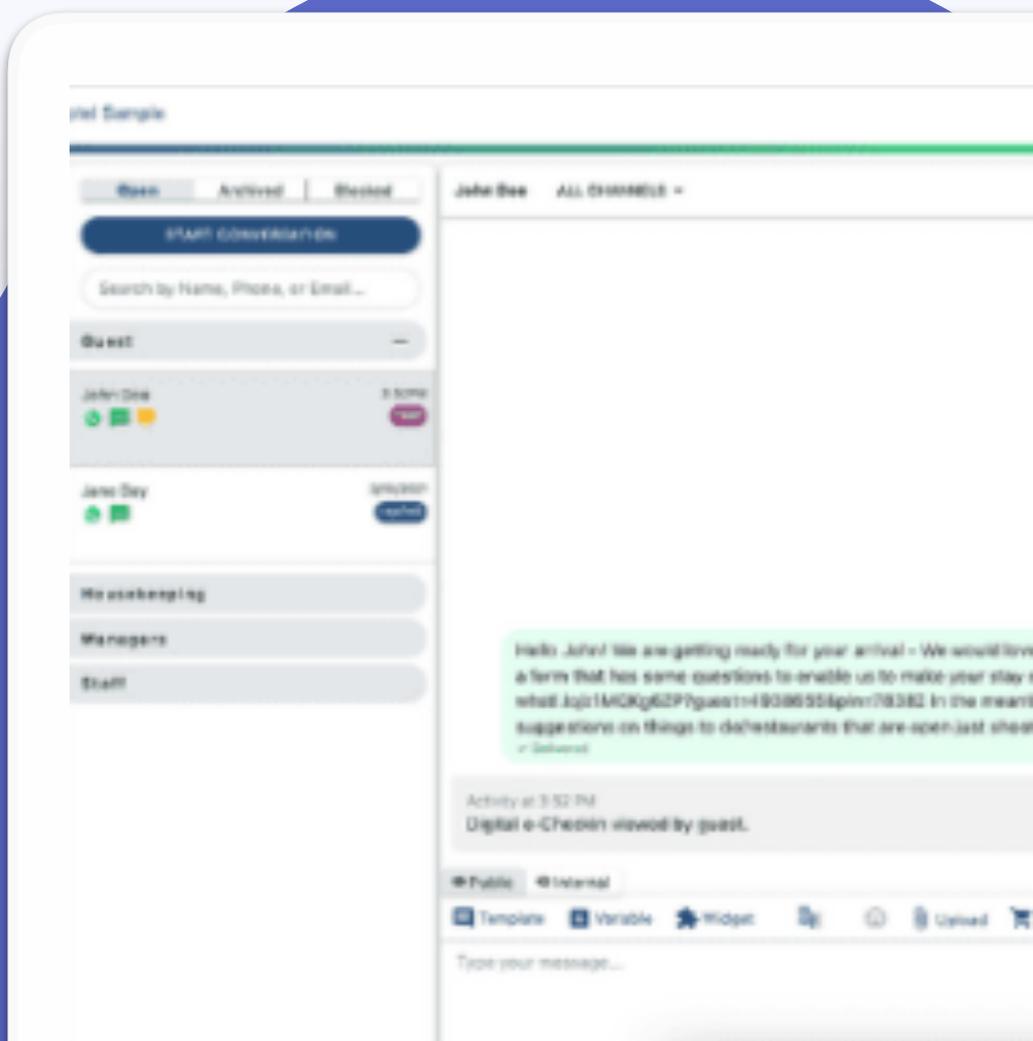


The Ultimate Guide to Guest Messaging Software

2022 EDITION

Sponsored by  **whistle**



What is Guest Messaging Software?

Sponsored by  **whistle**



Guest Messaging Software (GMS) is a software platform that enables hotels to engage with their guests through various messaging channels in real-time. The GMS allows hotels to send transactional messages, reply to guests, and manage guest requests. With an aggregate messaging platform, hotels can increase guest engagement, boost customer service scores, and receive key insights to guests' sentiment.

What's inside this buying guide?

- ▶ Introduction
- ▶ Key Benefits
- ▶ Trends & Developments
- ▶ Key Features
- ▶ Critical Integrations
- ▶ Pricing & Implementation
- ▶ Questions to Ask Vendors
- ▶ ROI Calculator
- ▶ Curated Resources

Want to easily compare features of top guest messaging software products side by side?

[Launch Comparison →](#)

Compare Whistle vs Monscierge Guest Messaging vs EasyWay		Whistle	Monscierge Guest Messaging	EasyWay			
		 ★★★★☆ 241 reviews Get Proposal	 ★★★★☆ 260 reviews Get Proposal	 ★★★★☆ Get Proposal			
Ratings summary	Features	Customers	Pricing	Reviews	Screenshots	Integrations	Recent News
Mobile Friendly				✓		✓	
Team Chat				✓		✓	
Photo Sharing				✓		✓	
Chatbot				✓		✗	
Whatsapp Integration				✓		✗	

Guest Messaging Software Benefits and Business Value

What it does

1

Improved Team Communication

Messaging doesn't have to be only for your guests. Keep in touch with your team, dispatch tasks, or post daily bulletins all with team messaging. A reduction in overall call and radio volume, plus the ability to reply to multiple guests at once creates greater efficiency.

2

Increase Operational Insight

Your guests are communicating key information about your hotel all day long. Messaging is able to capture and relay this information back to you, along with sentiment and other analyses applied to it.

3

Boost Guest Engagement and Satisfaction

Fill the customer service whitespace with messaging, and communicate with guests who would have otherwise avoided your staff. Proactively engage with guests to promote customer service and enhance their experience, resulting in improved scores.

70% of travelers prefer to communicate with hotels via digital channels

How it adds value

- **Increase Guest Service Scores.** Companies that use messaging achieve 2.9x greater annual increase in Net Promoter Scores (NPS) Compared to all others (12.3% vs. 4.3%)*. More specifically GMPs increase service recovery opportunities which leads to higher guest satisfaction.
- **Reach More Guests.** Messaging allows hoteliers to serve more guests per hour than any other medium (in person, phone, email, live chat). Hotels will also reach more guests overall via messaging than any other channel.
- **Bolster Operational Efficiency.** Categorize Service Requests and Work Orders from guests, and automatically dispatch and track the tasks. Coordinating between departments becomes a breeze.

Special thanks to our sponsor for making this guide possible



Whistle

Top Rated Guest Messaging Software

Reviews
241

Recommend
96%

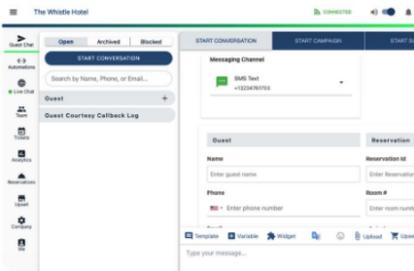
Integrations
64

[Visit Website](#)

[Read reviews](#)

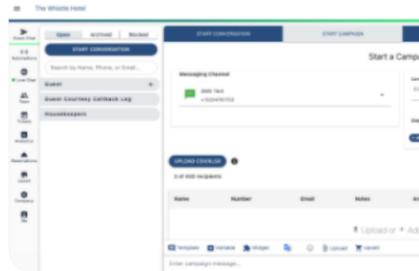
Products

Check out more products in the Whistle product suite



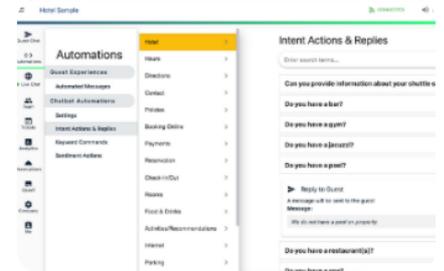
MESSAGING

Reach your guests anytime, anywhere



UPSELL

Drive more ancillary revenue from your guests



LIVE CHAT

Convert website visitors into guests

FEATURED REVIEW

“Our team loves Whistle. The program is easy to use and the automation gives us peace of mind. While we are short on team members it makes life easier and communication with our guests a breeze. Our guests comment all the time how much they appreciate the constant communication touches throughout their stay. Whistle is a win-win. We love the templates, automation, and the key words for guest complaints.”

Trends & Future Predictions for Guest Messaging Software

Brought to you by



2021-22 Trends

Contactless Workflows. Both Hotels and Guests will come to rely on messaging as a means to keep in touch through a contactless means. New functionality will begin to emerge to fulfill more guests' needs and expectations. The ability to for the entire guest journey to be fulfilled via messaging.

Partner Delivery. More software vendors will need to rely on messaging software to deliver important content through the guest's stay. There will be increasing demand to integrate with messaging providers. Messaging Software providers will serve as the delivery mechanism for hundreds of third party vendors.

Highly Personalized Touch Points. As the hospitality industry shifts rapidly, the ability to meet every unique need is paramount. Messaging providers will provide highly segmented experiences to guests based on their previous preferences, and current needs, adaptively.

Mid-Stay Reviews. The edges of communication have been stretched into new and exciting directions and modern travelers need to feel heard and valued. A post-stay survey, as useful and insightful as it still is, is also restricted in this time and age. There really is no better time than the present because your guests expect and need real-time engagement during these uncertain times. Traveling post-COVID is bound to generate a number of risks, concerns, and questions that guests need to be able to address to someone who is able to clarify matters and solve issues. Not later, but right now. Urgency is key in the 21st century and now more than ever, it's crucial to make yourself available at all times, in order to ensure safety and trust.



Key features to look for when choosing a guest messaging software solution

1 Multi-Channel Guest Messaging

Allowing guests to communicate via their preferred channel (e.g. SMS, Messenger, WhatsApp, Email, and more.)

2 Team Messaging & Task Dispatching

Streamline internal communications via messaging and eliminate the need for radios. Automatically create and dispatch service requests and work orders that can be tracked via an integrated task management system or right within the guest messaging platform.

3 Automated Messaging (Automated Outreach, Automated Replies, & Chatbots)

Reduce workload of hotel agents, and provide a better experience for the guest.

4 Analytics & Reporting

Text and sentiment analysis & reports for operators.

5 Integrations

Connect with your existing systems to sync and organize your data.

6 Sentiment analysis

Ability to identify trends over time and get alerts when topics are sensed via automated data mining of conversions.

7 Message templates

Ability to create a library of response templates for commonly asked questions to save time.

8 Notifications & escalation procedures

Ability to setup notifications and alerts based on response times and followup to ensure ticket prioritization and eliminate dropped requests.

9 Upselling & Payments Functionality

Allow guests to purchase items (e.g. massage, late checkout, F&B), without leaving messaging.

Top Rated Guest Messaging Software Products

FEATURED



Whistle

Top Rated Guest Messaging Software

Reviews **241** Recommend **96%** Integrations **64**

[Demo](#)

[Read Reviews](#)



Monscierge

#2 Rated Guest Messaging Software

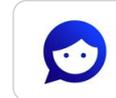
Reviews **250** Recommend **96%** Integrations **7**



TrustYou

#3 Rated Guest Messaging Software

Reviews **41** Recommend **84%** Integrations **28**



EasyWay

#4 Rated Guest Messaging Software

Reviews **77** Recommend **98%** Integrations **48**



Zingle

#5 Rated Guest Messaging Software

Reviews **107** Recommend **94%** Integrations **15**



ALICE

#6 Rated Guest Messaging Software

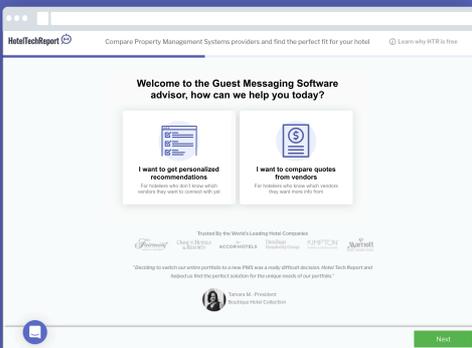
Reviews **172** Recommend **91%** Integrations **14**



Bookboost

#7 Rated Guest Messaging Software

Reviews **59** Recommend **98%** Integrations **31**



Want to find out which guest messaging software solution is best for your hotel in under 2-minutes?

[Take the quiz →](#)



What hoteliers are saying about their guest messaging software providers



Review of  Whistle

General Manager from Boutique in Narrabundah

“Guest messaging works really well as a means of communicating prior to and during a guest stay. It's a fast, simple way of asking a quick question (we prefer the sms option) and having the guest reply.”



Easy interface, guest's appreciate

This service offers a suitable need for guests to communicate Different

Concierge
Boutique in Bozeman



Great Product

What a game changer. We have had a huge increase in sales of our extras.

Office Manager
Vacation Rental in Big Bear



Good experience

Better communication with guests. Know about our

Operations Manager
Boutique in San Miguel

Easy to communicate

and housekeeping
k orders. One

to GM
Sarajevo



Whistle Review: Wonderful Experience

We are a Holiday Inn Express and we use whistle to send them a Hello before

General Manager
Limited Service in Kansas City



Good consolidation of most of our

Allowing us to consolidate guest messaging across all platforms, mobile

Director
Boutique in Tanzania

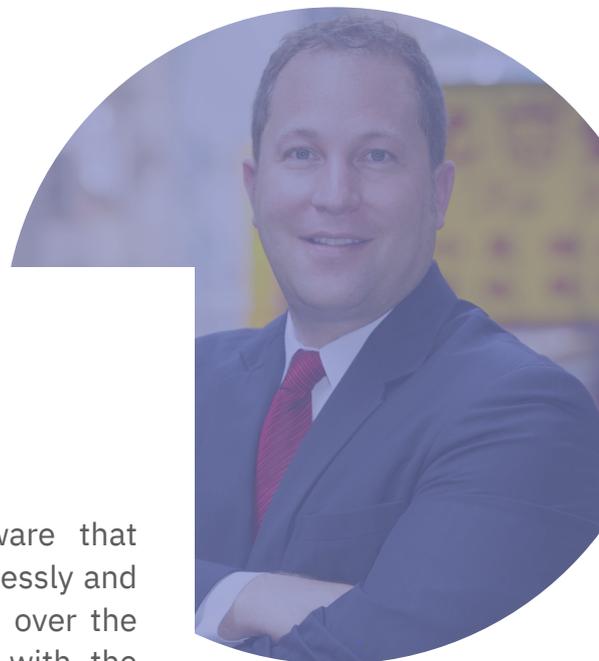
[Read more reviews on www.hoteltechreport.com](http://www.hoteltechreport.com)



Pointers from industry experts

David Berger CEO, Volara

“Whistle provides an awesome guest messaging software that enables hotel staff to manage guest communications seamlessly and efficiently. We've worked with lots of Whistle client hotels over the years and they're always raving about their experience with the Whistle team and product.”



Florian Tinnus Global Head of Partners (Hospitality), Amazon Web Services

“At the heart of Whistle's offering is a unique combination of understanding the individual needs of a guest and the ability to drive relevant actions. It is a bar raising example in how to bring the concept of "markets-of-one" in hospitality to life - with a solution that is feature rich yet simple to use. What stands out is that Whistle also looks at the entire journey and provides a highly efficient, less invasive way to enable hotel staff to engage their guests at any point.”



Sebastien Leitner VP of Partnerships, Cloudbeds

“We love the guest engagement opportunities Whistle delivers Pre, Mid, Post Stay to establish that direct contactless communication with your guests. Furthermore our integration is flawless: Automatic Triggers can create a messaging flow as the reservation status changes within Cloudbeds. SMS Surveys can automatically be sent.”

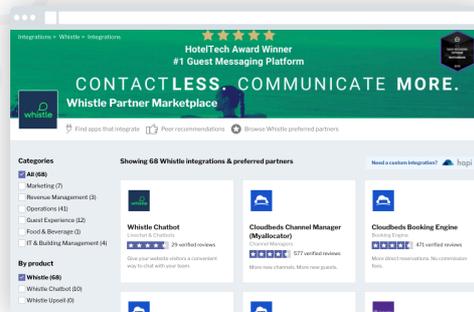


● Want to save time and money on integrations?

Learn more about  hapi

Critical integrations

Without the right integrations even the best product can add complexity and cost. Make sure any vendor you consider has the integrations you need to set your team up for success.



➤ **PMS.** Provide an elevated experience through automated and transactional messaging events. Ensure consistency and reduce the work your agents have to do when it comes to being proactive. Have all of the guest's information readily available.

➤ **Staff Task Management.** Guest messaging and guest requests come full-circle. Automated dispatching eliminates any potential error and ensures efficiency.

➤ **Door Locks / Digital Keys.** Send door codes directly to your guests through automated messaging, when their room is ready!

➤ **Booking Engine.** Ensure your website visitors can book directly when engaging with your GMS' Live Chat widget.

What questions should smart buyers ask vendors?



#1 What integrations do you offer?

Integrations significantly boost the user and guest experience while keeping data clean and mitigating dropped requests and glitches.

#2 Can you schedule and automate messages?

Scheduling and automating certain messages or transactional events ensures precision and enhances the guest experience.

#3 Am I able drill into what my guests are saying? (e.g. identify unhappy guests)

Real-time analytics and reporting show you what your guests are saying. Sentiment analysis and Surveys should provide real-time insight to positivity/negativity.

#4 Which mobile messaging and chat channels are supported?

The more channels the GMS provides, the more chats your hotel can have in aggregate (e.g. SMS, Email, Live Chat, Messenger, & more). That being said, the channels your hotel needs are dependent on your guests and your country.

What success metrics (KPIs) should you focus on?

- ▶ **TripAdvisor reviews.** Utilizing a GMS' TripAdvisor integrations means a significant increase the volume of positive TripAdvisor reviews. SMS has a 90% read-rate within 3-minutes. For prospective guests, the two most important metrics are recency (42%) and quantity (30%) of reviews. A hotel ranked #1 on TripAdvisor earns 56% more direct bookings each month compared to hotels ranked 40th in their respective city.
- ▶ **Guest service scores.** Elevate the experience throughout the entire guest journey, pre-booking, before, during, and post-stay. Use SMS Surveys to gauge guest satisfaction and address any concerns. Hotels see up to a 14% increase in service scores within the first 3 months. On average, 3% of Survey Responses will result in service recovery opportunities for the hotel.
- ▶ **Employee productivity.** Increased productivity from streamlined operations (e.g. decreased call volume, multitasking conversations, quicker task dispatching, and more). Save time and money by ditching radios. Lower call volume during peak hours. Answer multiple inquiries at once.

Pricing & implementation guidance



PRICING

What are the typical pricing models and ranges that I should budget for?

- **Implementation Expense.** One time upfront setup, implementation and training cost.
- **Monthly SaaS Subscription.** Monthly service fees range depending on the vendor, your chainscale, and the tier or package your hotels purchases.

IMPLEMENTATION

What does the typical implementation timeline and process look like to go live?

- **Less Than a Week.** Training and implementation is a stress-free experience. As a cloud-based program with no software to download, training can be completed in as little as 30 minutes. The interface and design should be simple, interactive, and appealing to staff. The best companies offer free trials to allow hoteliers to experience product quality prior to purchase. With messaging, your strategy needs to be (i) consistent use (ii) analytical review (iii) adjust approach & improve guest experience. The more you utilize messaging, the more ROI for your operations and hotel. No matter how good or bad the messaging platform is, if your team is not hands on with it your hotel will not benefit.



Furthering Reading & Success Stories

Read real stories from hoteliers like you about how they leveraged guest messaging software to grow their business.

SUCCESS STORIES



Whistle Improves Productivity at Sofitel Sydney Darling Harbor



Four Sisters Inns Elevates the Guest Experience with Messaging



Lark Hotels Delivers Modern Touchless Experiences with Whistle



Khana Hotel Group Delivers Consistent Experiences with Whistle

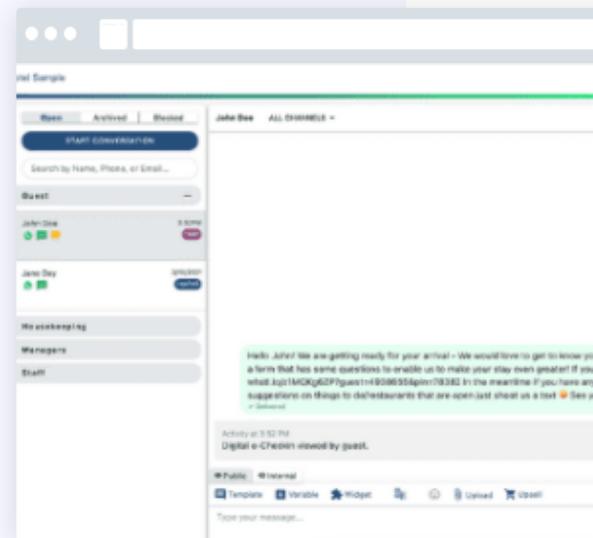
FURTHER READING

- [Easy Ways to Boost Sales with Upselling and Cross-Selling in hospitality](#)
- [Hotel Operations: 5 Practical Ways to Improve in 2020](#)
- [Hotel Technology: 8 Trends to Watch in 2020](#)
- [5 Ways to Boost Revenue with Suggestive Selling](#)

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Travelers, more than ever before, are demanding contactless experiences. NOW is the time to bring Whistle to your hotel. Whistle's revolutionary contactless hospitality software is rated #1 by HotelTechReport and trusted by 10,000+ hoteliers worldwide. Whistle easy-to-use dashboard drives more bookings, digitizes check-in, enhances guest experiences, improves service scores, boosts positive reviews, streamlines operations, and integrates with 50+ property management systems.



About HotelTechReport

HotelTechReport.com is a next gen B2B media platform that empowers hotel owners and operators from the world's leading hotel companies to find the best digital products to run and grow their businesses.

Each month 145,000+ hoteliers across 150+ countries research and discover new ways to leverage technology to drive revenue, increase operational efficiency and improve the guest experience.

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