

Case Study: Fully Engaging Vacationing Guests



Company Details

MessageWhiz helps brands build one-to-one relationships with customers through messaging marketing tools, to deliver the perfect customer experience.

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About the Customer

Our customer was a high-end home hospitality management vendor who managed over thirty luxury apartments in the United States and London. The management company prided itself on delivering the perfect vacation for its guests.

Challenge

A home hospitality management company was looking for a mechanism to ensure its guests' needs were fulfilled. Additionally, they were looking for a more effective tool to upsell additional services, including chef dinners, limo transportation, concert and theater tickets, and spa and wellness offerings.

Solution

MessageWhiz proposed an SMS solution that would allow the management company to maintain 24/7 availability. Using two-way SMS functionality and chatbots, the company created an automated virtual concierge for standard requests, while requests that required human intervention were routed to a member of the service team.

Additionally, MessageWhiz helped create a set of automated upsell messages, offering localized services, event tickets, and special treatments. Guests could easily reply to the SMS to order the services.

MessageWhiz also implemented a set of post-vacation triggered messages that prompted guests to leave five-star reviews.

Results

The home hospitality management company was very pleased with the results of their SMS solution. The chatbot solution freed up staff from answering standard questions and kept them focused when customers approached them with more complex questions.

The company also saw an immediate increase in upsell sales. Working with MessageWhiz, the company developed A/B testing to identify the best time of day to offer different services, which resulted in more consistent sales.

The automated post-vacation messages first checked if the customer enjoyed their stay. Those that did were sent a link and asked to leave a review. Those who didn't were asked how the company could improve their experience in the future. This resulted in the site receiving significantly better online reviews and customer satisfaction scores.