



# LEVERAGING MESSAGING TECHNOLOGY IN THE HOTEL AND HOSPITALITY INDUSTRY

A Whitepaper by [Cellfind](#)

**Author:** Product Team

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## **SAY HELLO...**

300 Witch-Hazel Avenue, Eco Fusion 4 Office Park, Centurion, Gauteng, 0169, South Africa

**Phone:** +27 (0)10 442 3100 | **Email:** [sales@cellfind.co.za](mailto:sales@cellfind.co.za) | **Web:** <https://www.cellfind.net.za/>

## WHY TEXT MESSAGE SOLUTIONS FOR HOTELS & HOSPITALITY BUSINESSES ARE BECOMING A NECESSITY

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SMS is one of the most personal communication channels and certainly one of the fastest. It would seem only logical then that heavily personalised service providers such as hotels would use this type of communication to ensure their guests have a fantastic stay. Surprisingly though, some hotels still don't use SMS to interact with their guests.

In order for your hotel or resort to remain more relevant, your front office must be prepared to respond quickly to guest requests. One has to remember that, delighted guests are the ones who will turn into brand evangelists and bring you more business. But with many requests coming in at times, how can you stay on top of all of them? There are many hotel mobile marketing solutions that promise streamlined communications, but there's only one that all of your customers definitely already have on their phones: text messaging.

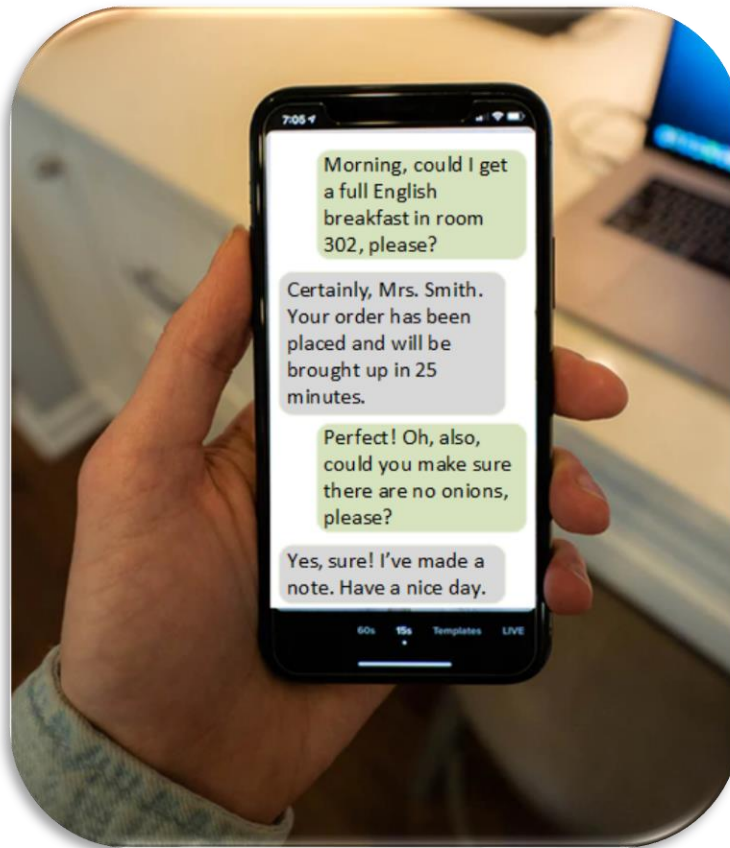
### How Can Hotels Use Text Messaging?

Many hotels and hospitality businesses are investing in building custom apps. However, this sort of investment is costly for hotels and requires customers to have to download the product, which not everyone is willing or able to do.

Travel industry intelligence company Skift actually reported that most hotel apps aren't worth downloading. Consider this: all types of mobile phones are able to send and receive text messages, and all of your potential guests have mobile phones of some sort, but not necessarily Smartphones. Why not then communicate with guests using a tool they're already familiar with? SMS messaging isn't just for reservation confirmations anymore. It can be used to improve your customer experience and help to grow revenue. This is how:

### In-Room Dining and Restaurant Reservations

Should your hotel happen to have a restaurant or if it provides room service, you can use SMS messaging to manage reservations and order requests. Another great plus is that unlike phone calls, you don't have to worry about mishearing your guests' order. You'll have a clear record of exactly what they asked for.



## Other Hotel Services and Add-Ons

Use SMS to cross-sell and upsell your guests. Make it as easy as possible for guests to book additional services. Let them message the relevant staff members to make spa appointments, book tours, reserve a table for dinner or request an airport shuttle.

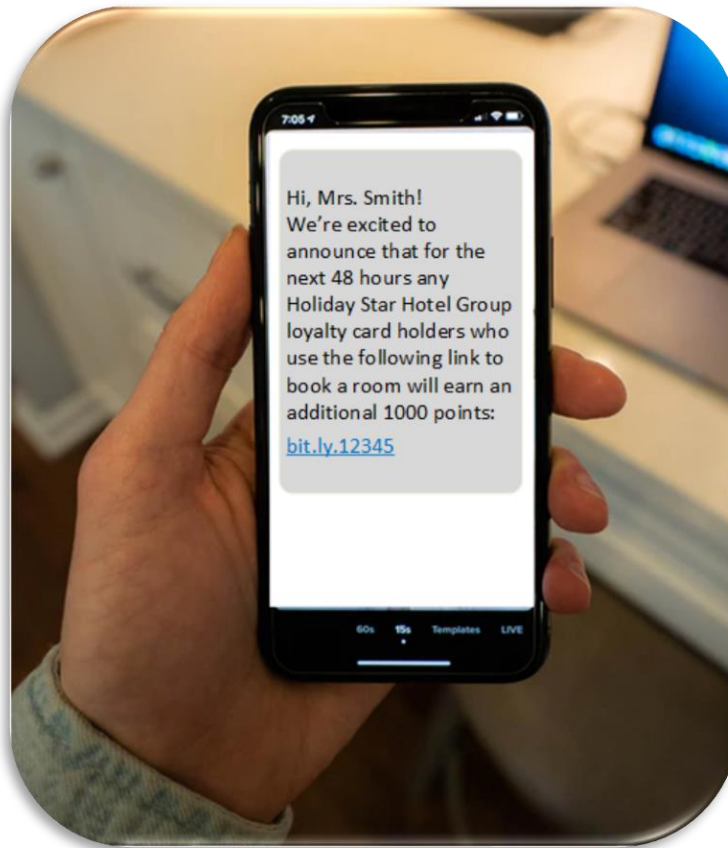
## Additional Room Service Requests

Certain guests may want to go their entire stay with the “Do Not Disturb” request in place. Others want more frequent turndown service, extra towels, laundry collection and later checkout. Consider giving your guests the option to message you for all of these sorts of requests.



## Market Offers and Promotions for Your Hospitality Business or Hotel

SMS messaging isn't only for 2-way customer service. You can also send bulk messages using our platforms. Encourage customers to opt-in to your marketing list to receive offers, discount codes, and exclusive links to special holiday or accommodation deals.



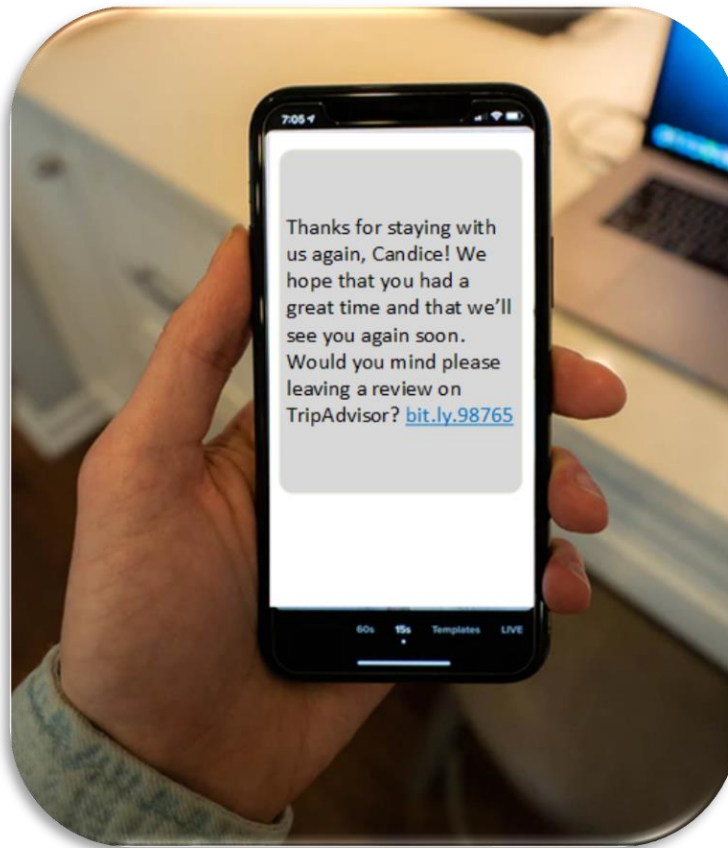
## Send Booking Reminders

This is one of the most common use cases for SMS messaging in the hospitality industry and will help to reduce the number of missed bookings. Send your guests a text reminder when their stay is coming up. Using custom fields functionality on our dashboard or via API, you can even personalize your message with names, dates, different check-in times, etc.

## Request TripAdvisor Reviews

If it is clear that a guest has had an enjoyable experience, ask them to share it by texting them a link directly to TripAdvisor. In comparison to email, text messages have a higher open and click-through rate.





*These are just a few of the ways you can use Cellfind's messaging platform to provide a superior experience for your guests and simultaneously increase revenue. Now let's dig into how exactly how you can get started with leveraging text messaging for your hospitality business.*

## How Does Getting Set Up with Text Messaging Work?

Implementing an SMS messaging service at your hotel is easy. There's no desktop software to download, hardware to purchase, or complicated systems to learn. At a high level, there are just a few easy steps to follow:

### **1. Obtain a custom SMS short code number from Cellfind**

This is a unique number that will belong to your business only. You may have obtained this already. A short code is an easy to remember 5- or 6-digit number ideal for SMS marketing campaigns, lead generation, and promotions where you want people to easily remember your number.

This short code number can easily be remembered by your guests and employees. Short codes can be used to send and receive text messages to even the most entry-level mobile phones which is why they'd be perfect for this application.

## **2. Advertise your new SMS messaging program**

Once you've set up your Cellfind account or short code, don't keep it a secret! Let your guests know they can book services and more right from their phones. Place your number on your website, in-room guides, in reception, on signage, and so on.

## **3. Receive requests from guests**

Now that guests know that they can communicate with you via text, all they have to do is get out their phone and fire off a message whenever they want to book an additional service or make some sort of request. It works just like SMS messaging a friend!

## **4. Review the request on your dashboard**

Texts will immediately appear on your Cellfind dashboard, which your staff can access from their computer.

## **5. Respond to your guests**

Reply to your guests to confirm that you've received their request. Our platform will also allow you to pull any reports that may be relevant.

Easy as that. Your guests send a text, you reply and get them what they need in record time. Simple. That's why leaders in the hospitality industry are embracing SMS messaging to increase staff efficiency and guest satisfaction.

## **Benefits of Using SMS messaging at Your Hotels**

It's clear to see why SMS messages are useful for your guests. Studies show that 91% of users who opted in to receive texts from a brand see those messages as "somewhat useful" or "very useful." But what is the appeal for your business? Let's look at a few more benefits:



### **Increased Revenue**

If your guests are able to request services more easily, they'll be sure to want to book more often. Plus, a superior experience should lead to more repeat bookings.

### **Improved Guest Satisfaction**

There's probably no better marketing than a delighted guest who's excited to post a 5-star review. Provide swift, convenient service and you're setting yourself up for success.

### **More Efficient Team Members**

Less time spent on the phone means that your team can dedicate more effort to other tasks. Keep wait times as short as they can be and make it easier for your valued staff to keep track of requests.

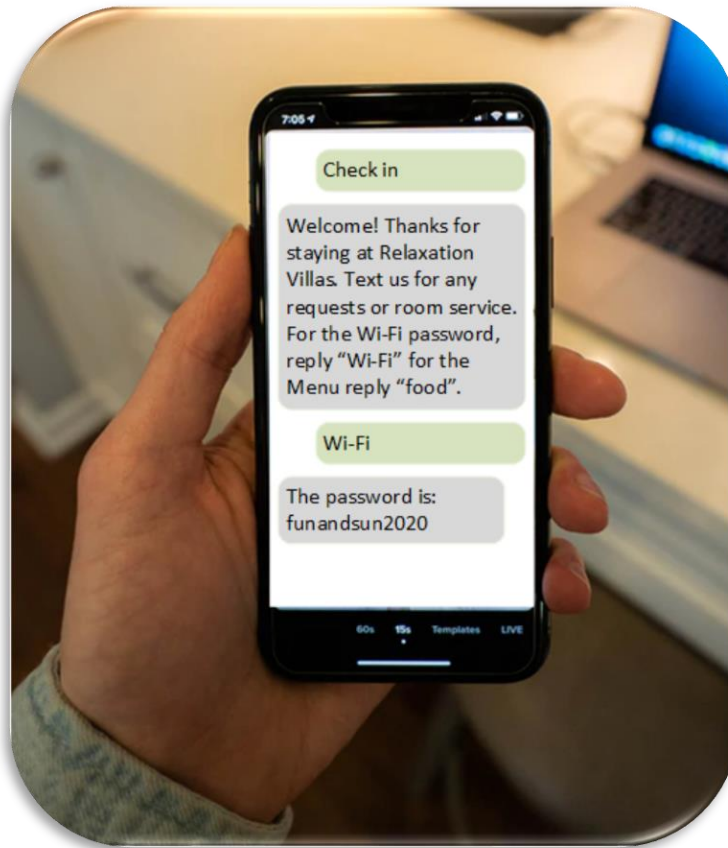
## **Advanced Text Marketing Features Used by Hotels**

You've no doubt sent a text from your phone before, so you're already familiar with the most basic (yet quite powerful) business text messaging feature: two-way messaging. There are a few other powerful marketing features built right in to your SMS service, if setup with Cellfind:

### **Autoresponders and Triggers**

Set up automatic messages that go out hours or even days after a guest signs up for your marketing list. This will help keep your brand front-of-mind and make welcoming your guests easy. You can even create a keyword (such as "Check in" in the example below) that guests can text in as soon as they arrive to obtain useful information. Use triggers to save time and reply to common requests.





### Multiple User Access

Give each member of your customer service team access to our proprietary SMS messaging platform. Everyone can be set up to have their own login with custom permissions.

### Templates

Your concierge or front-desk team probably gets the same requests over and over. There's no need to type out the same responses all the time. Save frequently used messages as templates to cut down on busy work.

You need to be available wherever your guests—and their mobile devices—happen to be.

Our messaging platforms make sending SMS campaigns as simple as starting a text message conversation with a friend, and our powerful features take SMS marketing to the next level.

Cellfind is a leading mobile communications company enabling YOU to easily and effectively communicate and engage with YOUR customers through multiple communication channels via one integrative provider.



### Communication channels

- ✚ Messaging services: B2B
  - 📱 BULK SMS, USSD, LIVE CHAT, SHORT CODES for mobile messaging campaigns.
- ✚ Value added services: B2B
  - 📱 MOBILE PAYMENTS & PAYSLEIPS which are legally compliant.
  - 📱 LOCATION BASED SERVICES for the approximate location of users and/or incidents.
  - 📱 MOBILE IDENTITY for preventing SIM-swap fraud.
- ✚ Mobile applications: B2B2C
  - 📱 MIASSIST (digital panic-buttons, emergency services, service providers)
- ✚ Omnichannel communication: B2B
  - 📱 FLOWBUILDER enables you to communicate with your customers on their messaging channel of choice to create a unified customer experience throughout all your digital messaging campaigns.

## THE CELLFIND VALUE PROPOSITION

Your leading mobile communications partner enabling you to:

- 📱 Communicate and engage with your customers quickly and efficiently, on their preferred device.
- 📱 Deliver your messages on time, every time, at the preferred time.
- 📱 Use the correct mobile partner in delivering your message.
- 📱 Easily leverage and customize our white labelled solutions and market them as your own, without the expense of development costs.
- 📱 Boost your business by adding our products to your digital messaging product lines – Hello resellers!

Cellfind draws on a strong base of technical skills and locally-owned intellectual property to create innovative mobile solutions to a wide range of industries including, Supply-Chain, Logistics and Courier services.

Reach out to us at [sales@cellfind.co.za](mailto:sales@cellfind.co.za) and let's chat about how we can be of service.