

## Amadeus & Zingle partnership is revolutionizing guest communications and experience

Texting and messaging is the biggest trend in hotels, giving guests a whole new level of personalization.

**Madrid, 10 August 2016:** With over 4.77 billion mobile phone users estimated worldwide by 2017<sup>1</sup> and 350 billion text messages monthly<sup>2</sup>, the growth in mobile and in texting and messaging is rapidly becoming the biggest trend in hotels. Hotels are moving quickly to take advantage of messaging technology to increase guest engagement, improve guest loyalty, extend their competitive differentiation, and grow revenue. And thanks to the Amadeus and Zingle partnership, hoteliers can already text and message their guests and provide a whole new level of personalization.

Amadeus, a leading provider of advanced technology solutions for the global travel industry, and [Zingle](#), a leading provider of mobile messaging software platforms, today announce a partnership to integrate Zingle messaging technology with [Amadeus' hospitality service optimization solutions](#), to provide hotels with the mobile texting and messaging technology they need to better service and communicate with guests.

Zingle enables hoteliers that implement the Amadeus service optimization products to text and message guests through any mobile channel. At every point during the guest's stay, staff can communicate with guests through an integrated two-way platform, which significantly reduces operational inefficiencies and wait time. Additionally, staff can easily manage all interactions in a simple inbox shared between all departments.

From the guest perspective, giving guests a platform to text staff directly without the need to download an app makes the interaction direct, instant and hassle free. Due to the fast and natural use of texting, guests can simply text when they want room service or their TV is broken. This has an enormous impact when it comes to the overall stay of the guest.

[The Breakers](#), a privately-owned, luxury resort, in Palm Beach, Florida is already reaping the benefits of the Amadeus and Zingle partnership. "Management has seen an average of 40 to 100 daily texts from guests seeking assistance with basic requests," said Darren Hirsowitz, Director of finance & business analytics. "Once a guest becomes comfortable with texting the hotel for their needs, the engagement between our team and guests increases, resulting in a higher overall level of satisfaction with the entire resort experience. The real breakthrough here is the capability to connect with a guest on their terms."

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<sup>1</sup> Source: <http://www.statista.com/statistics/274774/forecast-of-mobile-phone-users-worldwide/>

<sup>2</sup> Source: <http://www.mmaglobal.com/about/industry-overview>

By combining the power of Zingle’s mobile messaging solution and **Amadeus’ hospitality service optimization solutions**, hotels are leaping into the one of the fastest growing trends in the industry, and are differentiating themselves from competitors. By reducing unnecessary delays and wait times, providing personalized communication and increasing engagement, hotels are delivering a new level personalization.

“Hotel guests are mobile. We are confident that Zingle’s solution in integration to Amadeus’ hospitality service optimization solutions creates the most instant and seamless solution to hotels and guests alike” said Ford Blakely, Founder and CEO of Zingle.

“Amadeus’ hospitality service optimization solutions, take direct communication with guests one step further and transforms texts into actionable requests through its open API to integrate with text app providers” said Luis C Segredo, EVP of Strategic initiatives at Amadeus’ hospitality division.

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## About Zingle

Zingle is a software solution that helps businesses communicate with customers via texting and other mobile messaging channels. Zingle allows businesses to engage, support and respond to customers in the new mobile messaging era. Zingle’s real-time enterprise platform works on any device and provides all the software tools to deliver an instant, actionable and seamless customer service experience. Zingle pioneered the business messaging space in 2009 by being the first to offer business texting on its patented platform. [zingle.me](http://zingle.me)

## About Amadeus

Amadeus is a leading provider of advanced technology solutions for the global travel industry. Customer groups include travel providers (e.g. airlines, hotels, rail and ferry operators, etc.), travel sellers (travel agencies and websites), and travel buyers (corporations and travel management companies).

The Amadeus group employs more than 14,000 people worldwide, across central sites in Madrid (corporate headquarters), Nice (development) and Erding (operations), as well as over 70 local Amadeus Commercial Organisations globally and has a presence in more than 190 countries.

The group operates a transaction-based business model.

Amadeus is listed on the Spanish Stock Exchange under the symbol "AMS.MC" and is a component of the IBEX 35 index.

To find out more about Amadeus please visit [www.amadeus.com](http://www.amadeus.com), and [www.amadeus.com/blog](http://www.amadeus.com/blog) for more on the travel industry.

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