



## **FOR IMMEDIATE RELEASE**

### **Media Contact:**

Desirae MacGillivray  
Portavoce PR for Zingle  
[Desirae.MacGillivray@portavocepr.com](mailto:Desirae.MacGillivray@portavocepr.com)  
(760) 814-8194 x2

## **Hotels Worldwide Utilize Zingle Text Messaging Platform to Increase Guest Satisfaction and Loyalty**

*Zingle doubled hospitality customers in 2016*

**CARLSBAD, CALIF. – Feb. 7, 2017** – Hyatt, Wyndham and Hotel Del are among the hundreds of hotels using Zingle to increase revenue, efficiency and guest satisfaction. Hotels are using Zingle, a two-way, business-and-customer communication software platform, to engage with guests in a real-time and personalized way through text messaging. In 2016 alone, more than 600,000 unique hotel guests exchanged messages with hotels using Zingle.

“Guests don’t want to download an app or create another account just to communicate with a hotel,” says Ford Blakely, chief executive officer and founder of Zingle. “Talk to them how they’re already talking to everyone else – via text. Speed and quality of customer responses are imperative in hospitality and directly impact the guest experience and operational efficiency.”

With a 98 percent open rate<sup>1</sup>, text messages are a quick and easy way to communicate with guests before, during and after their stay at a property. Hotels use Zingle in a variety of ways: to increase guest engagement and loyalty and for back-of-house operations. From dining reservations and room service, to tee times and spa appointments, Zingle gives hotels an easy way to communicate with guests, which results in faster service. Messages can also be translated in 90 languages so hotels can easily communicate with international guests. Once guests leave a property, hotels can send a quick survey or a direct link to their review sites, which results in insightful feedback and quality reviews of their properties.

Zingle is the exclusive messaging partner of Amadeus’ HotSOS. Zingle’s integration with HotSOS improves customer service for hotels and allows all guest management to be hosted on one platform. With the combination of Zingle and HotSOS, hotels are reducing unnecessary delays and wait times, providing personalized communication and increasing engagement. In addition, the platform integrates with SMS, Facebook Messenger, email, Twitter, LINE and WeChat, so that guests can message hotels using the application of their choice.

This January, the Hotel Electronic Distribution Network Association (HEDNA) selected Zingle as one of the top eight innovative technologies to present during the HEDNA North American Distribution Conference in San Diego.

For more information or to request a free Zingle demo visit [www.zingle.me/demo](http://www.zingle.me/demo).

### **About Zingle, Inc.**

---

<sup>1</sup> “SMS Marketing Wallops Email with 98% Open Rate and Only 1% Spam.” *Mobile Marketing Watch*, August 2014.



Zingle is a two-way, business-and-customer communication software platform that allows businesses to engage with customers in a real-time and personalized way through messaging - people's preferred method of communication today. The platform helps businesses increase efficiency, revenue and customer loyalty by providing a quick and simple way to communicate with customers. Millions of messages are sent between businesses and their customers each year using Zingle.

All messages exchanged on Zingle can be transcribed in 90 different languages so businesses can converse in real-time with their customers, in their preferred language. Zingle integrates with SMS, email and all leading messaging applications today.

The Southern California-based company pioneered business messaging in 2009 and its patented platform was the first software-as-a-service (SAAS) to support two-way texting between businesses and customers. Today, Zingle supports more than 1,800 businesses worldwide to text with customers in multiple industries including hospitality, food and beverage retail, parking, professional services and more. For more information visit [www.zingle.me](http://www.zingle.me).

###