



Delivering more than a pleasant stay

How Ginger Hotels created
a richer and more rewarding
customer journey

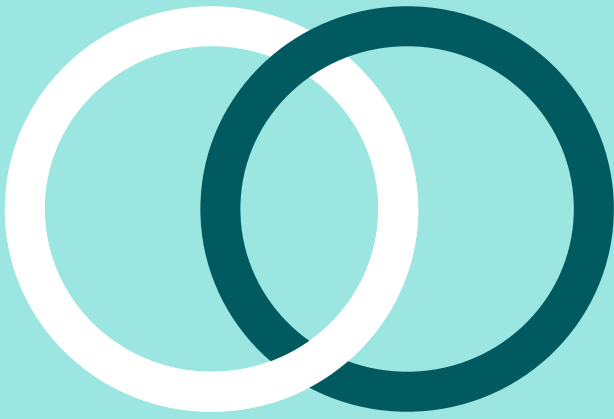
GINGER



A stranger in a strange land

Imagine you've just stepped off the plane in a foreign city. You're not well-versed in the local language, you don't have a guide and, worst of all, you can't remember the address or location of your hotel. You have no WiFi and no idea what to do next.

Ginger Hotels knows that its customers face frustrating, irritating and anxiety-inducing scenarios like this one all the time. That's why it's always trying to find new ways to engage and help its customers. Not just within the hotels, but at every step of the customer journey – from the moment they book a room, to the second they leave the hotel. And that's why they work with us – to deliver Empathetic Interactions™ their guests love.



The Empathetic Interaction™

The Empathetic Interaction is all about seizing the countless invisible opportunities to surprise and delight your customers by giving them information, engagements, experiences and alerts that they will value at precise moments, in exact places.

It's about using what you know about the individual and the situation they're in, then anticipating what will make them happy. When their needs and yours can be met in a single moment, Empathetic Interactions become truly valuable.

OpenMarket's multi-channel messaging platform, indigo, makes it easy for your people to create Empathetic Interactions without relying on IT's help.

Templated campaigns, best practice insights, AI, and a direct connection to the world's best global messaging network help you deliver the right conversations, on the right channels, at the right time.

[Find out more](#)

A direct line to the concierge

Ginger Hotels opened its doors in 2004. Today, it operates 42 properties across 31 locations in India. Its mission: to deliver a premium customer experience at an affordable price. That's as hard as it sounds, and it's getting harder all the time.

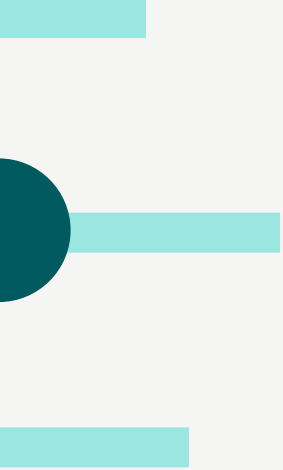
Companies like Airbnb have changed the way people find, book and use hotels, and customer expectations are rising. People want instant access to service providers and information at their fingertips. Essentially, they want a direct line to the concierge. To retain its competitive edge, Ginger Hotels needed to do two things:

- Improve the customer experience before guests reach the hotel by delivering important and valuable information when they need it most.
- Gain better insights into customer expectations by giving them a hassle-free way to provide feedback.



“Using OpenMarket’s SMS service gives us a direct line into knowing exactly what our guests want and need, even before they reach our hotel. We’re able to quickly gain insights into what pre-check-in information is most valuable, as well as important feedback on our overall guest experience. We’re excited to explore more opportunities in the future with OpenMarket and how SMS can enrich our entire customer journey.”

Nikhil Sharma
COO, Ginger Hotels



Simply put, it needed an intelligent two-way communications channel to deliver Empathetic Interactions. Ginger Hotels chose SMS for a number of reasons:

- It was already using text to send and manage booking notifications.
- It had tried to use email for feedback and been disappointed by low open rates.
- It knew SMS makes an impact. It's hard to ignore, simple to read and, most importantly, easy to reply to.

Initially, Ginger Hotels turned to its IT partner for help in creating an SMS delivery service. But after several conversations, it became clear they didn't have the capabilities to build the right service.

That's where we came in.

A solution that works for everyone

Ginger Hotels needed a flexible, affordable and reliable way to manage and send SMS messages. So we set them up with the OpenMarket platform.

For example, a day before a customer arrives, they receive a message full of information that can improve their stay. They get directions to the hotel, local weather report, sightseeing tips and contact details for the hotel manager. All they need to do is send a one-word reply (e.g. “Address”).

What’s more? They can even respond in free text (like “please send me the address and weather”), or text in ‘climate’ instead of ‘weather’, or spell weather as per their choice (like ‘wether’ or ‘wthr’) and get the answers. That’s how the solution becomes ‘intelligent’.

OpenMarket also allows the hotel’s customer service teams to send automated feedback requests at the exact moment guests are most likely to respond – when they arrive home. All the guest needs to do is send a short SMS message back.

In effect, Ginger Hotels can send personalized SMS messages at any time and keep costs to a minimum.

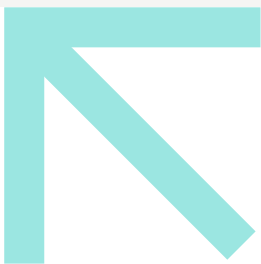
Award-winning end-to-end customer service

Automated SMS has been huge for Ginger Hotels. It now receives 4x more feedback from customers. And its pre-check-in service is also thriving. Customers are actively capitalizing on opportunities to improve their experience. In fact, 67% of the customers who used the service gave it a positive rating upon check-out.

Interestingly, people who use the pre-check-in service are more likely to respond to SMS messages requesting feedback. It's brought both sides closer.

And this is what counts for Ginger Hotels. By delivering a superior customer service across the customer journey, it's successfully differentiated its brand and built better relationships with guests.

This is one of the reasons it was awarded a TripAdvisor Certificate of Excellence in 2017.



Multi-channel messaging

Discover how the indigo multi-channel messaging platform works.



[Download the eBook](#)

We're OpenMarket

We help the biggest brands in the world use mobile messaging to connect with people in the moments that count. When they need to be helpful and responsive in real time. When customer experience isn't just a buzzword, it's an obsession. We'd love to do the same for you.

