

# WHISTLE CASE STUDY: SURVEYS

## Connecting With Guests in Real-Time Using Whistle



Engaging and Connecting with guests during their stay can often be difficult, especially if a hotel is not providing guests with modern channels of communication. Implementing SMS Text Messaging and Mobile Messaging has already proven to be an advantageous move for hotels, as messaging provides the most direct and effective way to connect with guests.

When picking a guest messaging solution, it's important to take into consideration its effectiveness, versatility, and ease of use. Although customer service should be the core component, a guest messaging solution should also offer a multitude of different functionalities to aid in a hotel's operations.



### Challenge

- Enhance Customer Service
- Ensure in-house guest satisfaction
- Effectively gauge guest sentiment



### Solution

- Implement Messaging Survey functionality
- Flexible text-based or numerical-based question responses
- Provide opportunities for data collection and service recovery



### Results

- Gauge guestsatisfaction prior to departure
- Proactively identify and address any service concerns or dissatisfaction
- Positive impact on online scores and loyalty

## Heritage Hotels and Resorts, Inc.

“We are very pleased with the guest service opportunities that Whistle has provided Heritage Hotels and Resorts, Inc., and for the continued partnership in use-case discovery.”

With Whistle Surveys, Heritage Hotels and Resorts, Inc. (HHR) has been able to effectively gauge guest satisfaction prior to departure, and their likelihood to return. It has been easy to proactively identify and address any service concerns or guest dissatisfaction, resulting in a positive impact on online scores and loyalty. Using Surveys HHR now uncovers feedback that would have otherwise gone unshared. In-fact, detailed analysis showed that the majority of unhappy guests had not previously shared or expressed their concerns. Overall, HHR predominantly received praise from their guests, and are now able to further celebrate the exceptional service provided by their team members.

Since adopting Whistle, Heritage Hotels and Resorts, Inc. (HHR) has been continuously commended by clients and guests for their excellent standards of communication. HHR has effectively reduced call volume to their front desks and increased overall communication with guests throughout their journey. They have been able to elevate the guest experience on-property, and cater to the guest's preferential method of interaction.

### About Heritage Hotels and Resorts

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Founded by Jim Long in 2005, Heritage Hotels & Resorts is a collection of culturally distinct hotels in New Mexico and is the largest independent hotel brand in New Mexico. Through their architecture, interior design, landscaping, cuisine, art, entertainment and music, Heritage Hotels & Resorts provides guests with a very rich, authentic, cultural experience. Each Heritage Hotel donates a percentage of its revenue to cultural causes. The company and its affiliate companies provide over 3,000 jobs in New Mexico.

### About Whistle

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Whistle is the number-one rated Guest Messaging platform. With over 85% of travelers carrying their smartphone, Whistle allows Hotels and guest to communicate via SMS Text Messaging and Mobile Messaging pre, during, and post-stay. Whistle enhances customer service through real-time guest engagement, helping boost service scores while streamlining internal communication and operations through team messaging.