

# The Wise Pineapple Pineapple Pro Tips



## Mobile Chat

---

Mobile Chat is quickly becoming more and more popular.

We are entering an age where a guest may stay at our hotel and never have a face-to-face interaction with our team. They can check-in on the mobile app, get a mobile key, come in the side door, and checkout on the app!

It's more important than ever to ensure your mobile and online customer experience (CX) is as extraordinary as your in-person experience!

Here are three tips, and of course, I always love to over-deliver, so I have a Juicy Bonus Tidbit!

1. **Respond Timely:** Think about it, if you text someone, how long do you expect to wait for a response? Would you say longer or shorter amount of time as an email? Most would say much quicker than an email. Research has shown the average person's expectation is 30-60 seconds!

If a guest texts you on the mobile app, they are expecting a quick response. Their text is replacing a phone call which, is usually an immediate response. At Marriott, their standards for a mobile chat reply are four minutes for Full-Service and 15 minutes Select Service properties, and they will keep moving that number lower as they gain expertise.

2. **Check your language.** "K" is not O.K. or Okay! BRB and WTF (fudge) are okay for friends; however, even though this is texting, we are still professionals, and we need to represent appropriately. Unless your brand fits with that image—for example, it might be appropriate for the Moxy to text back, "LOL TTYL!"
3. **YES IS THE ANSWER!** I review hundreds of mobile chat reports from hotels I consult with, and you can learn so much from them. What I see over and over is, "Unfortunately, we are in a sold-out situation; we cannot upgrade your room." Or "No, sorry, your room isn't available for early check-in."

We are missing so many *Sweet* opportunities to build a relationship and provide an extraordinary customer experience. If you're a leader that thinks, oh, no, not here... CHECK YOUR REPORTS! I promise you; you'll find some excellent coaching material.

In my book, *Yes Is the Answer*, I share my secret sauce to always say YES! Whether it is in person, on the phone, or in mobile chat!

**JUICY BONUS TIDBIT:** Get the staff engaged! It can be challenging and scary to adjust to change. However, if you share the PAIN, CLAIM, & GAIN of the change, you can get your associates on your side and even excited for the change!

### For Example,

**(Pain)** I'll ask associates, "While you're doing everything you need to do at the front desk, would you rather answer ten phone calls or reply to 10 chat messages?" Unanimously, they all agree they would choose ten text chat messages over phone calls.

**(Claim)** We need to embrace the program because if you don't reply quickly, they're calling your phone, and you still need to reply via text.

**(Gain)** Using mobile chat will reduce phone calls, help you serve the guest in front of you, and help create a better experience for all your guests!

### Order Yes Is the Answer:

[shorturl.at/ghsLV](http://shorturl.at/ghsLV)

Learn more at [www.thewisepineapple.com](http://www.thewisepineapple.com)

Created with  by Christine Trippi, The Wise Pineapple