

Cord.travel GXM: Safer, Leaner, Smarter Hotels When You Reopen

<p>PROBLEM</p> <p>The Hospitality industry has been among the most devastated by COVID-19.</p> <p>Properties have to find every single way to keep themselves afloat when they reopen.</p> <p>This unprecedented disruption is expected to last beyond 2021 and may be even beyond 2022-23.*</p> <p>Meanwhile, hotels need to get bookings. And cut costs. While maintaining high levels of safety and sanitization.</p>	<p>SOLUTION</p> <p>Introduces 7 new channels of communication where guests can converse in natural language directly with the property, get instant responses through AI automation and book direct.</p> <p>Covers popular messaging apps like FB Messenger and WhatsApp plus 5 more channels.</p> <p>Cuts contact center and back-of-house costs.</p> <p>Delivers an elevated experience all through the guest life cycle.</p>	<p>UNIQUE VALUE PROPOSITION</p> <p>Safer, Leaner, Smarter Hotels When You Reopen.</p>	<p>UNDERLYING STRATEGY</p> <p>Your loyal guests book with you regardless.</p> <p>The battle is for the not-so-loyal guests (69%).</p> <p>We help you win more of those not-so-loyal guests.</p>	<p>THE EXPERIENCE</p> <p>Guests get instant responses, mostly media-rich visual experiences, for tens of thousands of their granular questions and requests.</p> <p>They also receive enticing pre-booking offers on their phones during a conversation.</p>
<p>KEY METRICS</p> <p>A 1% increase in bookings for a 200 room hotel with 70% occupancy and average room rate of \$180 will yield \$7560 each month.</p> <p>Cuts Contact Center costs by up to 80%.</p>	<p>SLA FOR CONVERSATIONAL AI</p> <p>At least 90% of the guest messages will be responded to successfully with only the rest transferred to human agents</p>	<p>CHANNELS</p> <ol style="list-style-type: none"> 1. Property Facebook Page 2. FB Messenger 3. WhatsApp 4. SMS/Text 5. Property Website 6. Hotel Booking Site 7 Hotel App <p>REQUIRED INVESTMENT</p> <p>\$499 per property per month payable annually in advance</p> <p>Setup Cost: \$2700</p> <p>OPTIONAL ADD-ONS</p> <p>Remote Agent Support from India</p>		

*<https://www.deloitte.co.uk/hotelindustryconference/assets/pdf/deloitte-uk-sentiment-survey-200703.pdf>