mitto

USING OMNICHANNEL TO IMPROVE CX IN TRAVEL & HOSPITALITY

How travel and hospitality brands can deliver exceptional customer experiences at every touchpoint.

OVER 60% OF THE TRAVEL MARKET EXISTS ONLINE.

Today's travelers expect **seamless experiences across all digital touchpoints** during every stage of their journey. From researching the best deals and booking their flights online to navigating last-minute gate changes and finding transportation to their hotel, **customers demand personalized, cohesive interactions from pre-travel to post-trip.**

With about 90% of Americans choosing not to fly with an airline or stay in a hotel again after a negative customer experience, the **travel and hospitality industry must meet—and exceed—these travelers' expectations.**
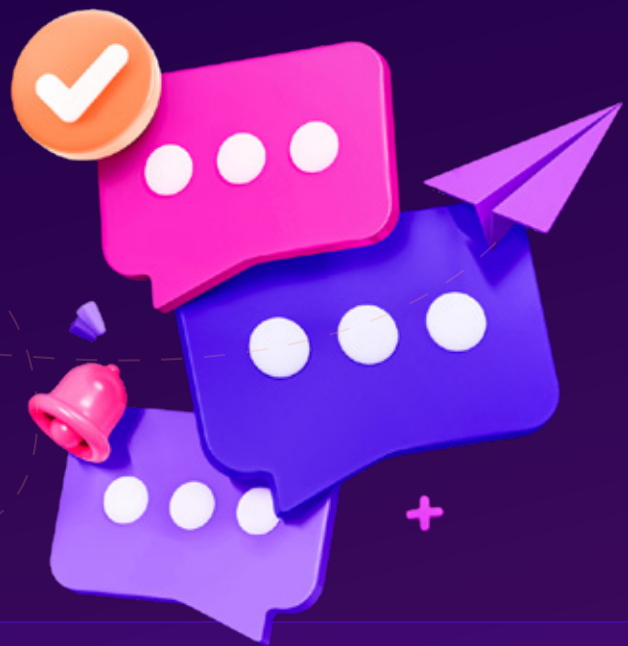
USING AN OMNICHANNEL STRATEGY IS THE KEY TO INCREASING CUSTOMER SATISFACTION, BRAND LOYALTY, AND RETENTION.

UNDERSTANDING THE TRUE VALUE OF OMNICHANNEL

A lot of hiccups can happen during a customer's trip. Gate changes, lost baggage, and flight delays are just a few of the challenges travelers face. **Travel and hospitality companies can stay one step ahead** of these problems and alleviate customer frustration with fast, personalized omnichannel support and communications.
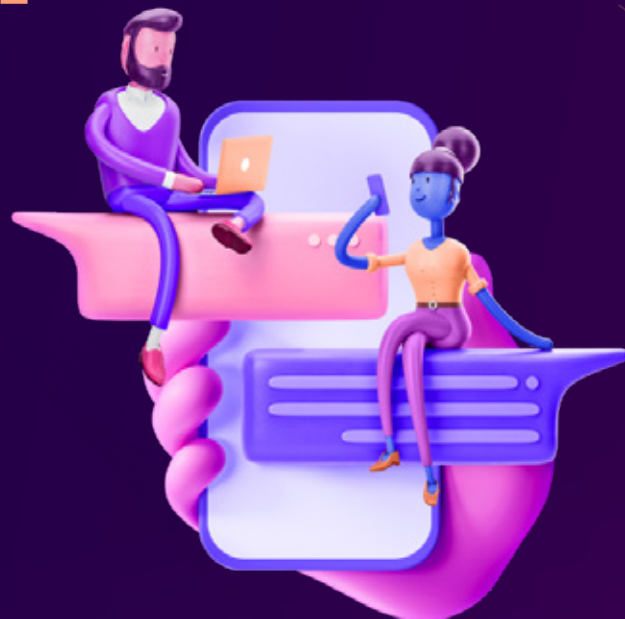
Compared to brands with no omnichannel strategies, companies with complete strategies were:

4X
more likely to **report incredibly loyal customers**

3X
more likely to **report the customer experience** they deliver deserves an 'A'

2X
more likely to **respond to customers** in real-time

Source: The State of Customer Experience

WHETHER A TRAVELER NEEDS A LINK TO THEIR BOARDING PASS, HAS A QUESTION ABOUT THEIR HOTEL ACCOMMODATIONS, OR DOESN'T WANT TO MISS THEIR CONNECTING FLIGHT, OMNICHANNEL COMMUNICATIONS ENABLES BUSINESSES TO SWIFTLY RESOLVE ISSUES AND ANSWER QUESTIONS 24/7.

OMNICHANNEL STRATEGIES
FOR TRAVEL AND HOSPITALITY

Make customers' time in the sky and on the ground as convenient, effortless, and enjoyable as possible with these omnichannel strategies:

PRE-TRIP

SMS Booking Confirmations

> Hi, Sam, your flight from [AIRPORT] to [AIRPORT] on [DATE] has been successfully booked. ✈️ Download your boarding pass here: [LINK]

Flight and Airport Information SMS

> Hi, Katie. Use this handy link to get a layout of [AIRPORT] and keep track of your flight status in real-time: [LINK].

IN-TRAVEL

Gate Change SMS Alert

> Hi, Will, boarding for [FLIGHT NUMBER] has been moved from Gate 3 to Gate 5. Get status updates in real-time here: [LINK]. If you have any questions, please respond directly to this text.

Check-In SMS Reminder

> Hi, Allison, online check-in for [FLIGHT NUMBER] from [DESTINATION] is now open. Please use this link to check in: [LINK].

POST-TRAVEL

Baggage Claim Information SMS

> Hi Holly, your luggage from [FLIGHT NUMBER] has safely arrived at [AIRPORT] and will be unloaded at baggage claim E.

Ride-Share SMS

> Hi Dan, welcome to Las Vegas! Need a lift to your hotel? Use this link to connect with an Uber driver: [LINK].

Frequent Flyer Loyalty Program SMS

> Hi Jess, thanks for being a frequent flyer aboard [AIRLINE NAME]! 🙏 To show our appreciation, enjoy 10% off your next flight. Use code THANKS10 at check-out to claim your discount.

DELIVER EXCEPTIONAL CUSTOMER EXPERIENCES WITH MITTO

Mitto Conversations **helps travel and hospitality brands deliver personalized, swift support and two-way conversations** to travelers at every leg of their journey across all channels **from one integrated platform.**

With Mitto Conversations, you can:

Personalize messages with links, videos, and images

Automate support with auto-replies and chatbots

Organize your conversations so you always know what travelers you're talking to and why

Integrate our solutions with your existing tech stack, including HubSpot and Salesforce

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And with **Mitto Campaigns**, brands can send travelers check-in reminders, flight delay alerts, baggage claim details, upgrades, and exclusive offers. **Our intuitive platform makes it simple** to choose your audience, customize your messages, and schedule your campaign.

READY TO WOW EVEN THE MOST PERSNICKETY TRAVELERS?

Contact Mitto today to learn more