

Track 1 | Mobile & Contactless Tools

Session: GuestXMS Guest & Team Communications

What is GuestXMS?

- It is a fully integrated, real time, guest engagement management module including SMS concierge, case management, inhouse and post stay guest feedback.
- It consolidates multiple systems into one centralized platform.
- It helps hotels curate their guest engagement journey to adapt to changing guest expectations in an increasingly contactless world.
- It helps simplify and automate guest engagement to improve efficiencies and compensate for staff shortages.
- It is Maestro's fastest growing module, 3 years running.

The Guest Journey in 2025

GuestXMS anticipates the most important (and popular) touchpoints across the guest journey, from time of booking, to pre and post check-in, in house experiences through to post check-out (custom post-stay guest survey) and 3rd party reviews (like TripAdvisor), providing:

- A mixture of proactive and reactive guest touchpoints
- A curated balance of automation and personal-touch
- The ability to anticipate and respond to unexpected events in real time to ensure guest awareness and safety

Proactive 2-way Texting

- By automating SMS surveys, GuestXMS finds opportunities to measure, and where necessary, correct guest experiences in real-time during the guest's stay.
- It offers a 24/7 chat concierge so guests can simply text you if they need anything, freeing up your phone lines, and reducing volume of front desk visits.
- Integrated Post-Stay GEM Survey: Post-stay feedback and satisfaction data are automatically populated back into the Maestro guest profile offering an unprecedented level of integration:

- Guest profile flags
- Deep dive capabilities
- Arrival reports integration

Customize The Guest Journey with SMS Touchpoints

- Create a custom guest journey with strategic text messages before, during, and after.
- Use real-time data from Maestro for the first time ever, including real time updates to guest itinerary
- Automate messages to send daily (like pre-arrival texts), or schedule one-off broadcasts (like emergency alerts)
- Personalize the messages using custom embedded fields.
- Segment your audience for every message with over a dozen fields like rate type or building code, right from your guest profile.

Deliver Your Guest Journey Links via SMS!

- Increase your engagement rates by 10X on Maestro's pre-registration, mobile check-in, and mobile check-out modules
 - Links can be delivered via SMS automatically before arrival, the morning of arrival, in-house, and/or the morning of departure.
 - Send a custom shortened URL that takes guests directly to their exact reservation.
 - Customize and personalize messages with guest names and other fields.

[NEW!] Layer on SMS reminders and confirmations for guest activities

- Seamlessly layer SMS reminders and updates over Maestro's Spa and Facilities bookings to eliminate late arrivals and no shows
- Send a custom link via SMS of a branded webpage of the guest's full itinerary. The best part is any updates to their itinerary gets updated real time!
- Keep guests aligned about their stay and reduce itinerary print outs or manual email reminders

[NEW!] AI automates away FAQs from your inbox

- Reduce the number of tickets your team has to handle by up to 70% by setting up your customized AI agent
 - The AI agent will learn about your property, your tone and how you usually respond to your guests to intelligently respond to frequently asked questions like “What time is check-out?” or “What restaurants nearby do you recommend?”
 - Smart flagging allows the AI agent to create a ticket and alert your team when there are questions or requests they do not know how to respond,

GEM Post Stay Survey

- Customized surveys for various use-cases with guest profile flags - ask different questions for different guests
- Integrated Post-Stay GEM Survey
 - Post-stay feedback and satisfaction data are automatically populated back into the Maestro guest profile offering an unprecedented level of integration:
- Deep dive into each question with GuestXMS Scorecard breakdown
- Respond to guest responses immediately within GuestXMS
- Arrival reports integration

Online Review Management

- GuestXMS automatically collects reviews from all leading 3rd party sources, including TripAdvisor, Google, Hotels.com, Booking.com, and Expedia.
- It has integrated response capabilities to close the communication loop with guests.
- It enables the tracking of your performance against local competitor properties of your choosing.

[UPDATED!] Ticket Management “One Place for any Case”!

- It provides a built-in ticketing system where you can create tickets for any opportunity:
 - Service

- Housekeeping
 - Maintenance
 - Concierge
 - Shift reports
 - ... and many more!
- Everything updates in real-time for optimal team collaboration. Dispatch to staff and/or departments via a full set of real-time alerts.
 - Set up AI-enabled department and staff tagging – saving dispatch effort and time to loop in relevant teams in a timely manner when there is a guest request
 - Search and attach guest reservation information to the ticket so all the context required to work through a ticket is available to staff.
 - Schedule tickets for any date/time in the future to make sure every task that needs to get done will have the right notifications sent to the right staff at the right time.
 - Set up recurring tickets on custom schedules to ensure routine tasks (like a weekly maintenance task) never get missed.
 - It can be optimized for any device (including mobile and tablet)

Shift Reports / MOD's / Team Chat

- Create your pass-downs directly inside of GuestXMS instead of manually emailing or handwriting them after each shift.
 - Unlimited custom shift report templates are available.
 - Automatically email them to everyone who needs them in perfect format.
 - Save them as closed tickets so you have a digital archive of all your shift reports.
 - The team can continue to monitor or action internally once saved.

Next Generation AI-Integrations Analytics

- A full suite of analytics is available to extract the most from all activity on the dashboard:
 - Guest surveys and reviews power reports on guest satisfaction trends
 - Analyse ticket resolution time to understand team, staff, and service performance.

- Perform an analysis for each room on property, of the guest surveys and comments across all stays, to find trends and identify maintenance opportunities.
- Chat-GPT enabled sentiment analysis extracts trending positive and negative concepts from guest communications to know what your guests love, and where to focus efforts.

Advanced exporting and reporting capabilities are available.