

SMS



SPRINGER-MILLER SYSTEMS

SMS | Host Secure Data Extract for Zingle

Functionality

Acting as a protective gateway to your system, the SDE facilitates rapid, reliable and more frequent access to the data that Zingle needs in order to provide Digital Text and eMail Marketing services to you and your staff.

Beginning with SMS | Host version 22.1 and the release of our Personal Data Privacy Controls Package, officially sanctioned exports will be required for all vendors that utilize data from SMS | Host.

Utilizing a custom Product Profile, the SDE targets the databases they require and tracks all changes compressing, encrypting and transporting them automatically via a secure channel on a scheduled basis.

Secure Data Extract Benefits

By employing Springer-Miller's SDE for Zingle, properties gain the following benefits:

- **Security:** increased through elimination of direct/uncontrolled external access to SMS | Host
- **Protection:** sensitive data are removed prior to export; encryption in transmission complies with data privacy requirements
- **Reliability:** consistent and dependable delivery of data
- **Automation:** fully autonomous processing
- **Speed:** much smaller data feeds result in much shorter transmission periods
- **Frequency:** smaller extracts enable greater frequency of exports
- **Economy:** the SDE supports multiple vendor exports from a single installation
- **Performance Safeguard:** reliance on an official export protects against unintended performance degradation

Software and Hardware Requirements

The product is compatible with, and requires, the following:

- SMS | Host version 22.5 and higher
- Multi-Interface Processor (see Exhibit A, Rev. 5.0, Section 3, page 8 for details)

SMS

SPRINGER-MILLER SYSTEMS SDE Export for Zingle

Zingle Features

An SDE Export for Zingle supports their guest messaging engagement platform helping hotels create brand-differentiated service experiences by leveraging data and two-way messaging to create meaningful interactions throughout the entire customer journey.

- Serve guests faster and with a personal touch
- Optimize tedious processes and increase service recovery
- Improve guest satisfaction and drive more (and better) reviews
- Make customers feel at home with translations powered by Google Translate
- Engage with customers on the messaging channels they prefer (SMS, MMS, Facebook Messenger, etc.)
- One or more users can manage dozens of customer conversation across multiple channels

Databases in Product Profile

The following ^{SMS} | Host tables are incorporated in the Product Profile for Zingle:

- Guest Contact Information
- Guest Profile Notes
- Active Reservation Details
- Rate and Package Information
- 3rd Party Confirmation Numbers
- Group Details
- Active Change Logs
- 1, 2 and 3-Character Codes

For More Information

To learn more about **Springer-Miller Systems** and integrations with our ^{SMS} | Host Hospitality Management System, please visit our web site at www.springermiller.com or call (802) 253-7377.

To learn more about **Zingle** and their business text messaging capabilities, visit www.Zingle.com, contact sales@Zingleme.com or call (877) 946-4536.

www.springermiller.com

World Headquarters
P +1.802.253.7377
info@springermiller.com

Las Vegas Operations Center
+1.702.896.8200

European Headquarters
P +44(0)20 8538 9098

Asia Headquarters
P +60 (3) 7956 9912

SMS

SPRINGER-MILLER SYSTEMS SDE Export for Zingle

The possibilities of using Zingle to differentiate guest service are virtually limitless.

CUSTOMER NEEDS & EXPECTATIONS



Your guest arrives at their room, only to find their key isn't working.



Guests have similar questions when they begin their stay, such as "what's the wi-fi password" and "where is the gym located," and expect immediate responses from hotel staff.



Discriminating guests have come to expect high levels of attention during their stay, especially when it comes to special occasions.



Customers may experience sub-standard levels of service during their stay, but do not want to spend time giving feedback to hotel staff while on property.



A guest is late for a dinner reservation and requires their car from valet to be ready immediately.



Groups staying on your property for weddings, events, or conferences have important activities on their agenda they want to take advantage of.

THE ZINGLE SOLUTION

Send a "Welcome" text after check in to enable guests to reply immediately with any urgent needs and to escalate service issues such as room keys not functioning.

Zingle automatically answers common questions using an AI-powered platform. For those questions requiring deeper or more personalized responses, Zingle will alert your staff accordingly.

Make special occasions more memorable for your guests with Zingle by sending "happy birthday" or "happy anniversary" messages and offering special amenities to celebrate these occasions.

Send a mid-stay survey to all guests to identify any areas of improvement before they check out to avoid customers leaving negative reviews online or through social media.

Zingle enables guest to message for faster valet car pickup.

Provide customized text updates to members of your group notifying them of upcoming activities and get-togethers they won't want to miss.