

Concept type
Corporate SMS

Business Sector
Market analysis / hotels

Date
June 2003

SMS-based survey for hotels



Hotels chains should consider to use SMS-based surveys. The guest have often some spare time right after he has left the hotel:

- In the taxi
- On the airport
- In the bus or train

The guest has brought his cell phone, and can use it anywhere. It's easier to answer questions like this when you don't feel you are spending your valuable time doing it.

To get the guests interested in doing this, let him/her join a drawing lots of a fine prize, or some discounts next time they stay at this hotel chain...

