



# The hotel of the future is already on WhatsApp

Turn WhatsApp into the central channel of the guest experience — from booking to post-stay, with AI serving 24/7 and a human whenever it's needed.

- 24/7 support
- Instant replies
- Frictionless experience
- Everything in one place

**More direct bookings**  
Less reliance on OTAs and commissions — guests book with you, on WhatsApp.

**Fewer calls and lower costs**  
AI handles the repetitive and frees up the front desk for what matters.

**Happier guests**  
Instant answers, in any language, before, during and after the stay.

**More revenue per guest**  
Upgrades, spa, airport transfers and experiences suggested at the right moment.

**THE PROBLEM**

**Guests want answers instantly — but the hotel still serves like it's 20 years ago**

- High volume of calls and emails to the front desk
- Slow, repetitive replies — and after hours, nobody answers
- Manual check-in and paperwork at the desk
- Upsell opportunities lost for lack of time
- Teams and tools disconnected from one another

**THE SOLUTION**

**Zapify turns WhatsApp into the guest's SuperApp**

- Smart AI automation, with a human whenever it's needed
- The complete guest journey in a single channel
- Integration with your PMS and the systems you already use
- Personalised communication, in each guest's language
- More efficient operations and more revenue per stay

## USE CASES IN HOSPITALITY

### The entire guest journey, on the channel they already use

From the first question to loyalty, every moment of the stay handled through conversation.

**01 Automated direct bookings**

Guests check availability, choose and book without leaving WhatsApp.

- Real-time availability
- Rates and room types
- Secure payment
- Instant confirmation

**02 Smart digital check-in**

Collect documents and details before the guest arrives.

- Document upload
- Guest details
- Estimated arrival time
- Special preferences

**03 24/7 virtual concierge**

Answer frequent questions instantly, every day of the year.

- Wi-Fi, breakfast and opening hours
- Parking and transport
- Attractions and recommendations
- Hotel rules and services

**04 Automated upselling**

Increase revenue per guest with personalised offers, at the right moment.

- Room upgrade
- Spa & wellness
- Airport transfer
- Exclusive experiences

**05 Requests during the stay**

The guest asks, the hotel delivers — all through WhatsApp.

- Extra towels and amenities
- Room service
- Room cleaning
- Maintenance and other requests

**06 Check-out & post-stay**

Wrap up the stay with excellence and encourage return visits.

- Simplified check-out
- Experience review
- Vouchers and loyalty
- Effortless rebooking

**07 Post-stay communication and loyalty**

Keep the relationship going and bring the guest back.

- Personalised thank-you
- Exclusive offers and promotions
- Loyalty programme
- More positive reviews

## A PLATFORM CONNECTED TO YOUR HOTEL

### Integrates with the tools you already use

Zapify connects to the market's leading tools to centralise and automate the entire guest journey.

PMS

CRM

Payments

Front desk

Housekeeping

Spa

Restaurant

Marketing

## BENEFITS FOR EVERY TEAM

### Advantages for the whole hotel

**For the front desk**

- Fewer calls
- More time
- Less stress

**For operations**

- Centralised processes
- A more efficient team
- Fewer errors

**For marketing**

- More campaigns
- More direct bookings
- Segmented communication

**For management**

- Greater profitability
- Satisfied guests
- Real-time metrics

**Put WhatsApp to work for you**

30 days free. No card. With our team helping you get started.

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