

# Offering In-app Communication Enables IHG To Build Relationships With Loyal Customers

*Apptentive Drives Over 9,000 Mobile Customer Conversations*

Due to the size of the InterContinental Hotel Group (9 hotel chains with 4,800 hotels across 100 countries), building a relationship with customers posed a monumental challenge. IHG needed a way to be available to all of their customers on their preferred communication channel. Prior to using Apptentive, IHG customers were unable to contact the brand through their mobile app.

The importance of mobile communication was demonstrated when a customer spoke to the concierge about an issue, and walked away unsatisfied. Instead of

calling IHG's 1-800 number or going to the front desk for help, they left unhappy.

After leaving the hotel, the customer opened up the IHG app, which is where they had booked their reservation. With Apptentive's Message Center, IHG is able to offer an in-app communication channel for their customers who prefer to use mobile. Using Message Center, the customer told IHG about their frustrating experience. Within an hour, IHG connected them with the customer service team and solved the customer's problem.

## RESULTS

In the hospitality industry, service and customer experience is where it begins and ends. Apptentive helps IHG analyze customer data, listen to what loyal customers have to say, and deliver on what they want at scale. Since implementing Message Center, Apptentive has powered over 9,000 customer conversations for IHG—with both happy and unhappy customers. Mobile has become a very important channel in IHG's strategy with in-app bookings doubling year over year.

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“We look at (Apptentive) every day as it helps (us) understand what our guests like or where we may have a problem that needs to be addressed. It augments all our other forms of insight like in-app analytics, platform performance and, of course the App Store ratings/comments themselves, so we can be more surgical in what we do.” -Bill Keen, Director of Mobile Solutions, InterContinental Hotels Group

## About Apptentive

At Apptentive, we're the experts in mobile customer experience and in-app communication. Our in-app messages, surveys, and intelligent rating prompts empower brands to build meaningful relationships with their customers. Our software makes it easy for any company with a mobile app to grow retention, boost app store ratings, drive downloads, and earn customer loyalty. Apptentive powers millions of mobile customer conversations every month across the world.

 Apptentive

*Build Loyalty, Spread the Love*

Join these mobile industry leaders in **being Apptentive.**



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