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Getting Started with WhatsApp for Your Hotel

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Whether answering pre-arrival questions or handling during-stay requests, WhatsApp offers a simple way to stay connected and enhance the guest experience.

This guide will walk you through easy steps to set up WhatsApp for your hotel, key ways to use it, and best practices to ensure your team delivers prompt, professional responses

1. Basic Setup
- Download WhatsApp Business app
- Use a dedicated hotel number
- Add your hotel logo, hours, and basic info
- Create a simple welcome message

2. Key Uses
- Guest questions before arrival
- During-stay requests (housekeeping, maintenance)
- Local directions and recommendations
- Check-out coordination

3. Simple Best Practices
- Reply within 5 minutes during business hours
- Use professional, friendly language
- Include guest name in responses
- Keep chat histories for reference
- Have backup staff member who can also access messages

4. Where to Promote Your WhatsApp
- Front desk sign with QR code
- Room information folder
- Pre-arrival emails
- Hotel business cards

5. Sample Welcome Message

"Welcome to [Hotel Name]! We're here to help make your stay comfortable. Feel free to message us with any questions or requests. Our team typically responds within 5 minutes during business hours (7am-11pm)."

Reminder: Start small, stay consistent, and watch how a little extra communication can go a long way toward guest satisfaction. You can always add more services as your team gets comfortable with the system.