



ALCHEMER MOBILE CASE STUDY

# In-app Communication Helped IHG Build Relationships With Loyal Customers

## Alchemer Mobile Drove 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 Alchemer Mobile (formerly 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 was where they had booked their reservation. With the Alchemer Mobile Message Center, IHG was 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. Alchemer Mobile helped IHG analyze customer data, listen to what loyal customers have to say, and deliver on what they want at scale. Alchemer Mobile powered over 9,000 customer conversations through the Message Center for IHG—with both happy and unhappy customers. Mobile became a very important channel in IHG's strategy with in-app bookings doubling year over year.

### UNDERSTANDING CUSTOMERS

"We look at (Alchemer Mobile) 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

### ALCHEMER MOBILE

With Alchemer Mobile, you can capture invaluable feedback natively across your mobile customer's journey and take immediate action to win back customers and activate fans at scale. Our mobile-optimized surveys and precise targeting based on in-app interactions are unmatched in the mobile market and enable brands to close their customer feedback loop at scale. With powerful yet easy-to-use interaction targeting, you can close your customer feedback loop, present hyper-targeted offers, and discover deeper customer insights.



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- Bill Keen, Director of Mobile Solutions, InterContinental Hotels Group

**To learn more, call 1-800-609-6480**