

SkyTouch Technology and Whistle Messaging, strengthen strategic relationship to further innovation in cloud based digital assistance for customers

Leading hotel technology providers in property management operations and guest communications leverage SkyTouch's next generation integration platform /CONNECT and Whistle's Customer Engagement platform to further heighten company's leadership in innovation

PHOENIX, AZ – December 4, 2018– The hospitality industry demands access to real time data to address business and customer needs. Since 2015 Whistle's leading customer engagement platform has been delivering success in addressing the needs of hotels' guests in real-time. Now with the SkyTouch /CONNECT integration platform, hoteliers and guests will experience an easier way of communicating.

The SkyTouch/CONNECT integration platform provides an advanced architecture to deliver dynamic data to any system real-time. A single integration, easily implemented, provides a seamless connectivity to Whistle's mobile messaging in real-time, driving improved performance.

Additionally, hotels and hotel guests can now communicate via SMS and mobile messaging pre, during, and post-stay. With over 85% of travelers carrying their smartphones, Whistle helps hotels increase guest engagement, improve service scores, enhance guest experience, and boost online TripAdvisor rankings by providing constant and convenient interaction between guests and hotel staff.

"At SkyTouch we consistently develop technology adding value and competitive advantage for our customers, explained SkyTouch CEO, Todd Davis. "SkyTouch /CONNECT platform offers all of the integration capabilities the industry has been buzzing about."

Whistle's hospitality customer service and communication tool provides an extra touch-point for customer service. It facilitates follow through by both parties and discourages false claims by saving a history of communication between customers and staff. With Whistle, businesses can send non-invasive outbound texts and messages directly to the customer's mobile phone.

"Whistle has helped us provide exemplary customer service for our guests through convenient communication that is extremely effective and user friendly for our staff," says Braden Conn, co-owner of the Berlin Encore Hotel, in Berlin, OH. "Our reputation management has become a breeze with Whistle's ability to generate 5-star reviews on TripAdvisor because guests are so pleased with the experience. With its integration with SkyTouch, everything is completely automated which has saved us both time and money. We constantly have guests telling us what a benefit it is to have the ability to communicate anytime, anywhere to stay in contact with us.

Christopher Hovanessian, cofounder and CEO of Whistle adds, "We are excited to be fully integrated with the SkyTouch hotel technology platform, providing a streamlined messaging experience for SkyTouch customers, enhancing guest satisfaction and heightened customer service for all hotels that use SkyTouch. Mobile engagement still proves to be the preferred channel of engagement for guests all around the world."

You can learn more about Whistle's integration with SkyTouch at skytouch.tech/get-whistle.

About SkyTouch Technology

SkyTouch Technology is the provider of a widely used cloud-based property management system. Built in

the cloud by hotel professionals for hotel companies, the SkyTouch hotel operations platform is designed to help hotel executives meet their most important strategic objectives: to enhance the guest experience, advance performance, and achieve growth while evolving with changing market needs. Accessible from anywhere, the SkyTouch PMS provides visibility and control of operations through real-time, impactful business analytics that help improve hotel guest experience, operational decision-making, and financial results for today's hotelier. SkyTouch provides an integrated approach to online hotel reservations that fits any size property. For more information about SkyTouch Technology, visit www.skytouchtechnology.com.

SkyTouch, SkyTouch Technology, and SkyTouch Hotel OS are proprietary trademarks and service marks of SkyTouch Solutions, LLC.

About Whistle

Whistle is the number-one rated Guest Messaging platform. With over 85% of travelers carrying their smartphone, Whistle allows Hotels and guest to communicate via SMS Text Messaging and Mobile Messaging pre, during, and post-stay. Whistle enhances customer service through real-time guest engagement, helping boost service scores while streamlining internal communication and operations through team messaging.

For more information, please visit: www.TryWhistle.com

For further information: Media Contact Chris Brown SkyTouch Technology 602-337-2868
cbrown@skytouchtechnology.com

Additional assets available online: [Photos \(1\)](#)

<https://media.choicehotels.com/press-releases?item=123535>