

TRAVEL AND HOSPITALITY

Four Seasons launches chat with a human touch

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Four Seasons Chat adds a human touch to chatbot concept. Image courtesy of Four Seasons New York

By STAFF REPORTS

Four Seasons Hotels and Resorts is digitizing the art of conversation with the introduction of an instant message chat service.

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Available in more than 100 languages, Four Seasons Chat will enable guests to send and receive messages from property teams for before, throughout and after their stay at a Four Seasons hotel. Personalized chats are becoming an industry standard across sectors, as consumers appreciate real-time communication with brands when questions or concerns arise.

Chatty guests

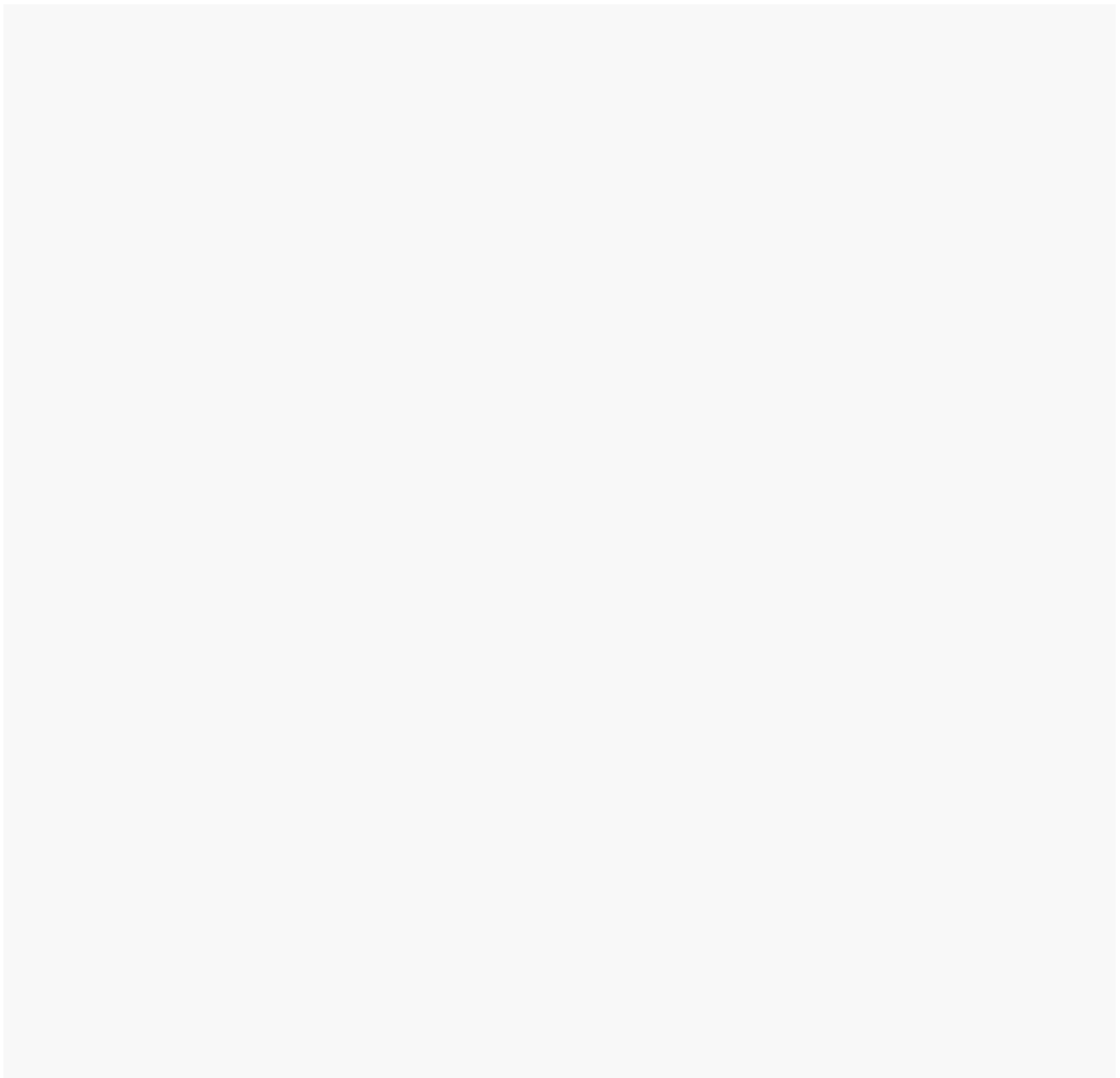
Four Seasons Chat offers guests a more personalized form of communication compared to an artificial intelligence-powered chatbot. Instead of a computer, a Four Seasons guest is connected to an actual person, which may be more appealing to consumers wary of chatbots ([see story](#)).

"Human connection may be the single most important element of the Four Seasons guest experience," said Christian Clerc, president of worldwide operations at Four Seasons, in a statement.

"There are no chatbots here," he said. "Four Seasons Chat ensures guests have access to our people at any time, for any need.

"We continue to evolve our service offering to incorporate digital enhancements that are powered by people, to facilitate and strengthen personal connections and to ensure guest expectations are met and exceeded every day."

Guests can use Four Seasons Chat on a variety of the hotelier's platforms including the Four Seasons mobile application, Facebook Messenger, WeChat or by text messages.



Let's chat! You can now enjoy our personalized service in 100+ languages at the touch of a (send) button. During your next stay, connect with real people in real time on Facebook Messenger, WeChat, SMS or on the #FSApp.

A post shared by Four Seasons Hotels | Resorts (@fourseasons) on Oct 26, 2017 at 5:47am PDT

Four Seasons Chat is also efficient, translating to more than 100 languages in real-time and responses sent out in mere minutes, if not seconds. The industry average for chatbots is approximately 12 minutes.

The chat system immediately sends an alert using audio and visual clues to Four Seasons staff to ensure no message goes unanswered and to speed response times.

Four Seasons designed its chat platform to heighten guest experiences and to ensure all needs are met, including more "me-time". For example, a guest can use Four Seasons Chat to update a dinner reservation, order a poolside mojito, find the finest tailor in Paris and get in touch before arrival.



No need to get out of bed, Four Seasons Chat can send up more coffee. Image credit: Four Seasons, photo by @elizrahajeng

As of press time, Four Seasons Chat is being used at 56 of its hotels. Guests introduced to the chat service were more engaged, and more regularly with Four Seasons staff for an average of six chats during their stay compared to industry average of three.

Four Seasons Chat is currently live in Paris, Dubai, United Arab Emirates, New York, Mexico City, Beijing, Bora Bora and others.

By the end of the year, Four Seasons plans to expand the service to 72 hotels and 19 residences. All Four Seasons will have Four Seasons Chat by 2018.

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