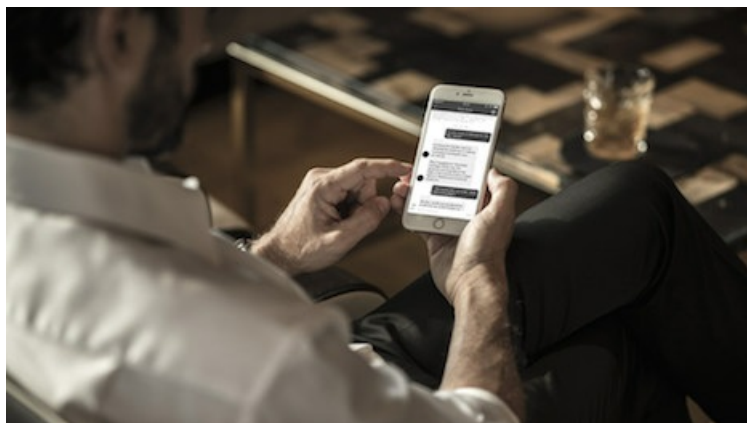


TRAVEL AND HOSPITALITY

## Four Seasons Chat expands to 9 platforms

December 18, 2018



*Four Seasons Chat allows guests to connect with real people on property in real time on multiple channels, including the latest addition of WhatsApp. Image credit: Four Seasons*

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By STAFF REPORTS

Hospitality brand Four Seasons Hotels and Resorts is expanding its communication with customers with a new rollout for its messaging service.

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Four Seasons Chat will now be available on WhatsApp, making the chat service available on nine different messaging platforms. Launched just over a year ago, Four Seasons has stated that the chat service has exchanged more than 3.5 million messages.

### Chatting with guests

Four Seasons has digitized the art of conversation with the introduction of an instant message chat service, which launched in October of 2017.

Available in more than 100 languages, Four Seasons Chat enables guests to send and receive messages from property teams for before, throughout and after their stay at a Four Seasons hotel. Personalized chats have become an industry standard across sectors, as consumers appreciate real-time communication with brands when questions or concerns arise ([see story](#)).

The hotel brand is now rolling the service out to WhatsApp, in an effort to keep the feature as inclusive as possible. The goal of the chat is to make things easier on guests, so Four Seasons aims to make it available on whatever platform customers are comfortable using.

[View this post on Instagram](#)

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 Four Seasons App.

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

#### *Four Season's Instagram post*

Four Seasons Chat is not a chatbot. It is operated by humans and has a 90-second average response time for ideal customer service.

Customers can use the platform for a multitude of reasons related to their stays including booking, reservation changes, trip recommendations, room service, making reservations and even ordering services such as a private jet.

"The guest experience is our top priority, whether on property or when engaging with our brand digitally," said Christian Clerc, president of Worldwide Hotel Operations at Four Seasons Hotels and Resorts, in a statement. "Four Seasons looks at things first and foremost through a human lens in our approach to effective and meaningful connection with our guests.

"Integrating new technology as part of our celebrated Chat service adds further value at each touchpoint in the travel journey and paves the path to our continued growth and innovation in the mobile space," he said.

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