

## The Riley Hotel Group Selects Zuzapp™ Mobile Guest Engagement and Messaging to Deliver a VIP Experience

*At only \$35 /month Zuzapp™ Mobile Guest Engagement & Messaging App increases guest satisfaction, improves guest recovery and generates new revenue*

**Toronto, Ontario – March 14, 2016** – Zuzapp, a leading provider of mobile guest engagement & messaging solutions, announced today that the Riley Hotel Group selected Zuzapp™ Mobile Guest Engagement & Messaging to enhance their guests' experience across their 14 properties throughout the United States.

In keeping with their reputation of being a top 100 full-service hotel management corporation, the Riley Hotel Group is offering a more personalized and localized service directly via their property-branded mobile guest engagement & messaging and app.

"We focus on engaging our guests through multiple technology sources," said Jonathan Pack, Independent Property Support with Riley Hotel Group. "Zuzapp's property-branded mobile app has allowed us to reach our guest in a way that enhances not only their experience with each of our independent hotel brands but also enhances their experience with the communities we represent and support."

"We're excited to be working with a forward-thinking company such as The Riley Hotel Group," said Akshay Pandya, CEO & Founder, Zuzapp. "Leading management companies like Riley are continuously looking for new ways to enhance the guest experience throughout their journey. With Zuzapp, The Riley Hotel Group is driving lasting loyalty by creating a one-to-one connection with each and every guest through their smart device."

### Delivering a VIP Experience with Mobile Guest Engagement & Messaging

Zuzapp empowers hoteliers to deliver above-and-beyond experiences by providing a local and personal value-added service via the guests' smart device. For only \$35 /month (no extra fees, no hidden fees, no surprises), Zuzapp offers hoteliers an affordable hotel-branded mobile guest engagement app as a channel to directly connect with their mobile guests. Benefits include:

- **Increase bookings & lower booking costs.** Reduce the effects of online travel agencies with post-stay rebooking. After a guest checks out, digitally prompt guests to book their next stay through the hotel-branded guest engagement app.
- **Improve guest satisfaction.** Enhance the guest experience by taking advantage of every opportunity to act on requests, suggestions, concerns and compliments.
- **Generate more revenue.** Upsell unsold inventory and merchandise to guests throughout their journey. Drive in more traffic into your hotel, restaurants, spas and retail outlets by actively engaging more guests via mobile marketing and loyalty reward programs.
- **Incent guests to spend more on property.** Guests spend up to 90% of their stay off property. This creates a need for timely and optimal communications to capture and retain guests' mindshare. Entice guests with geo-targeted push notifications and mobile offers that incent guests to stay on the property.

- **Improve guest recovery.** Reduce comps, improve loyalty and protect your reputation by engaging guests over their channel of choice and resolving their concerns before they reach social media.
- **Curate authentic, localized experiences.** Enhancing the guest experience happens both on and off the property. Improve guest satisfaction with curated recommendations for local restaurants, services, stores, theatres, sporting events, entertainment, attractions and tours. Zuzapp helps hotels become the local knowledge hub throughout the guests' journey.
- **Improve TripAdvisor reviews.** Digitally prompt loyal guests via their mobile device to leave positive reviews.

“Today's guests expect a personal, real-time, and value-added service throughout their journey,” said Tony della Busa, Executive Vice President & Co-Founder, Zuzapp. “Not all guests are created equally. Satisfying guests' personal preferences requires innovative solutions that combine both traditional hospitality strategies with cutting-edge mobile messaging and guest engagement technology. Together they provide a winning combination to delivering a unique VIP experience that fosters loyalty.”

### **About The Riley Hotel Group**

Established in 2003, Riley Hotel Group is a premier luxury development and management company dedicated to helping hotel owners provide superb levels of service. Riley provides lucrative partnerships to investment groups, developers, owners, and operators. The company's portfolio includes independent and franchised hotels in California, Michigan, Ohio, Florida, and Wyoming. Riley offers real estate brokerage, hospitality consulting, creative design, employee training, sales and marketing, and joint venture opportunities. For more information visit [www.rileyhotelgroup.com](http://www.rileyhotelgroup.com)

### **About Zuzapp™**

Zuzapp™ provides mobile customer engagement & messaging solutions to the finest [hotels](#), [restaurants](#), [non-profits](#) and [businesses](#) of the world. Our [happy customers](#) include brands such as Marriott, Hilton, Westin, Hyatt, Holiday Inn, InterContinental, Crowne Plaza and Aston Hotels & Resorts, as well as, independent brands such as Flamingo Resorts, Desert Palms, Porto Vista, and Eden's Resort to name a few. For only \$35 /month (no set up fees, no extra fees, no surprises), Zuzapp gives brands the power to instantly connect 1:1 with their mobile users, grow their business, and foster meaningful and loyal relationships with their customers. **It's App Easy™ -- [www.zuzapp.com](http://www.zuzapp.com)**

### **Media Contact:**

Ruchira Shah  
Zuzapp Corporation  
[pr@zuzapp.com](mailto:pr@zuzapp.com)

Zuzapp and It's App Easy are registered trademarks of Zuzapp Corporation.  
All other trademarks are the property of their respective owners.