



SERVICE

Commercial Intelligence conversations, follow-through, conversion.

We implement your hotel's commercial operation in one place:

WhatsApp, Instagram, Messenger, TikTok and email connected—with playbooks and automation to respond faster, follow up and convert better on direct.

01

THE PROBLEM

You already invested in demand. Then what?

Many hotels already run a transactional site, revenue, paid media, social and a direct push. But interest arrives scattered: slow WhatsApp replies, Instagram in one place, email in another, quotes that go cold and guests who end up booking on OTAs. It's not a marketing gap—it's commercial ops.

02

WHY IT MATTERS

Without a system, you pay twice.

First you invest to generate interest. Then you lose it to slow response, inconsistent follow-through or because nobody knows which conversation is real. That gap between “they reached out” and “they booked” is where direct-channel margin disappears.

A commercial operation—not loose chats.

This isn't installing an inbox. It's building the system where your commercial team sees, prioritizes, responds and follows up with clear rules.



UNIFIED COMMERCIAL HUB

WhatsApp, Instagram, Messenger, TikTok and the hotel's email connected into one commercial workflow.



PLAYBOOKS & AUTOMATION

Rules, fast replies and follow-up paths so first contact doesn't depend on whoever has the phone.



OPERATIONAL INTELLIGENCE

AI applied to the commercial flow: classification, suggestions and response support—with human judgment where it matters.

Commercial Intelligence

Implementation, configuration and go-live of the hotel's commercial operation, with continuity after launch.



SYSTEM IMPLEMENTATION

Pipeline structure, commercial stages and roles so the team knows what to do with each lead.



CHANNEL CONNECTION

WhatsApp, Instagram, Messenger, TikTok and email integrated into the same operation.



COMMERCIAL PLAYBOOKS

Scripts, automations and response rules aligned to direct booking and quotes.



READOUT & REPUTATION

Periodic commercial activity reports and basic online reputation monitoring to see what moves and where friction shows up.

05

CHANNELS

Where guests already reach you.

The hotel doesn't need more apps. It needs what already arrives from different places to land in one place—with follow-through.



WHATSAPP



INSTAGRAM



MESSENGER



TIKTOK + EMAIL

06

TO LAUNCH

Access, commercial criteria and approvals.

Access to hotel accounts and channels, tone and response guidelines, and a clear lane to validate playbooks and commercial exceptions.

07

OUTCOME

Fewer lost leads. More control on direct.

Faster response, visible follow-through and a team that knows which conversation deserves a commercial push. The goal isn't "reply more"—it's converting better what marketing and direct already generate.

08

IDEAL FOR

Hotels with inbound interest and weak follow-through.

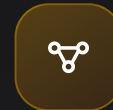
When inquiries arrive on WhatsApp and social but there's no pipeline, when you want to rely less on OTAs, and when commercial knowledge lives in one or two people's heads.



INDEPENDENT HOTELS



BOUTIQUE



SMALL TEAMS



COMMERCIAL LEADERSHIP

NEXT STEP

Let's talk

If your hotel already generates interest but loses it across scattered conversations, let's align on the unified commercial operation and playbooks to run it.

jorge@dragonne.co



Jorge Flores

Head of Hospitality