Booking.com

Connectivity Partner Handbook:

Messaging API

Last updated: March, 2021

Agenda

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What is the
Messaging API?

The Messaging API enables you to create an **inbox tool** that will reinforce your position as a commercial partner to your properties and help them **seamlessly & effectively** manage their Booking.com guest communications on their platform of choice.

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Why is the Messaging API important?

It's what your clients want

Properties currently rely on emails, Booking.com's extranet and Pulse app to respond to guest messages.

Based on user feedback, we know that properties prefer to manage guest communications on their **platform of choice**. It improves their **operational efficiency** and **responsiveness**.

It's good for business

Our research shows that guests appreciate quick replies to their messages. This increases their confidence in the booking and improves their overall experience with the property.

Properties with **high reply scores** tend to have **lower cancellation rates** and **higher review scores**.

How does it work?

The Messaging API enables you to integrate Booking.com guest communications with your **Inbox product on any platform.**

- Quick integration with easy to use & simplified APIs

- Clear documentation and dedicated integration support

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API Specification

The Messaging API supports the following features:

- Send and reply to free-text messages between guests & properties
- Pull new messages & conversations on demand
- Send image attachments
- Get historical messages for specific time range
- Retrieve and set property-facing tags
    - Set messages as read
    - Set conversation as 'no reply needed'

Have a look at the <u>documentation</u> for more information

Benefits for you

Client satisfaction

We know from our research and your feedback that properties want to use their platform of choice to exchange messages with their guests.

Easy integration

Use simple, light and easy-to-integrate APIs that plug straight into your platform. Get up and running quickly with clear technical documentation and examples.

Omnichannel inbox

Do you support messaging channels from different OTAs? Add greater value to your omnichannel experience with access to Booking.com guest messages.

Exclusive benefits

Get exclusive benefits including greater business exposure and priority support by earning points in the Connectivity Partner Programme.

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Benefits for your properties

Messaging on platform of choice

Properties can use their platform of choice to easily exchange messages with their Booking.com guests.
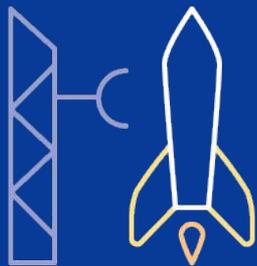
Happier guests, fewer cancellations

Our data shows that when guests get quick replies to their messages, it improves their satisfaction and they're less likely to cancel.

Omnichannel inbox

If your platform supports multiple messaging channels, properties can effectively manage their Booking.com messages along with their other channels in one place.

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Getting started

1. **Understand the API** by reading through our documentation and checking the endpoints you'll need to develop

2. **Start the integration process** by emailing connectivity@booking.com

3. **Inform properties** and push for usage

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Thank You!

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