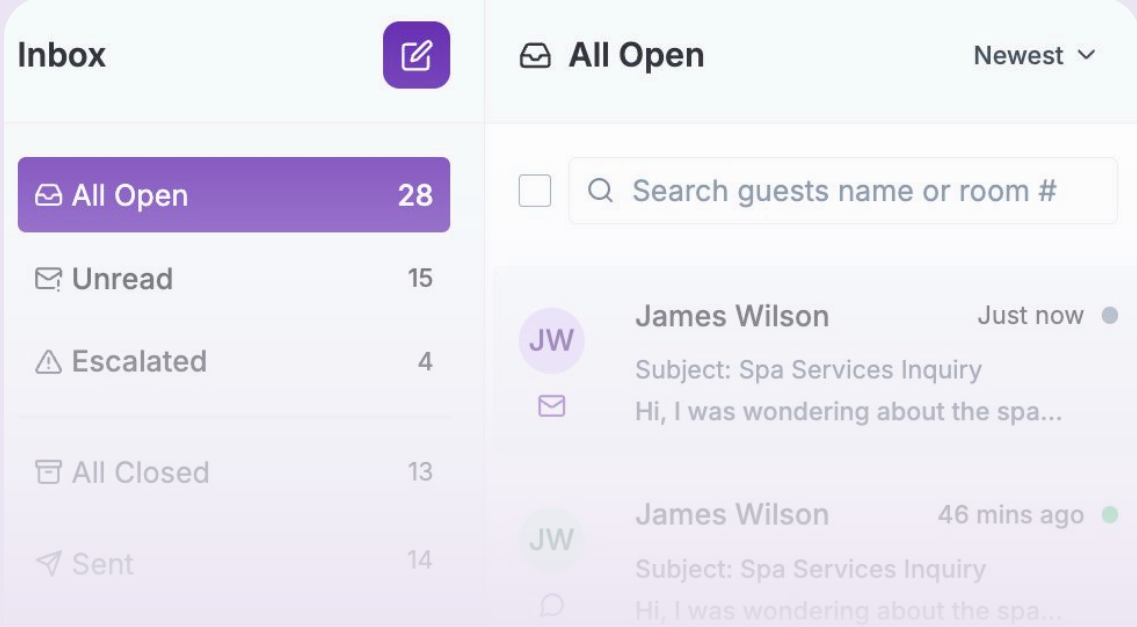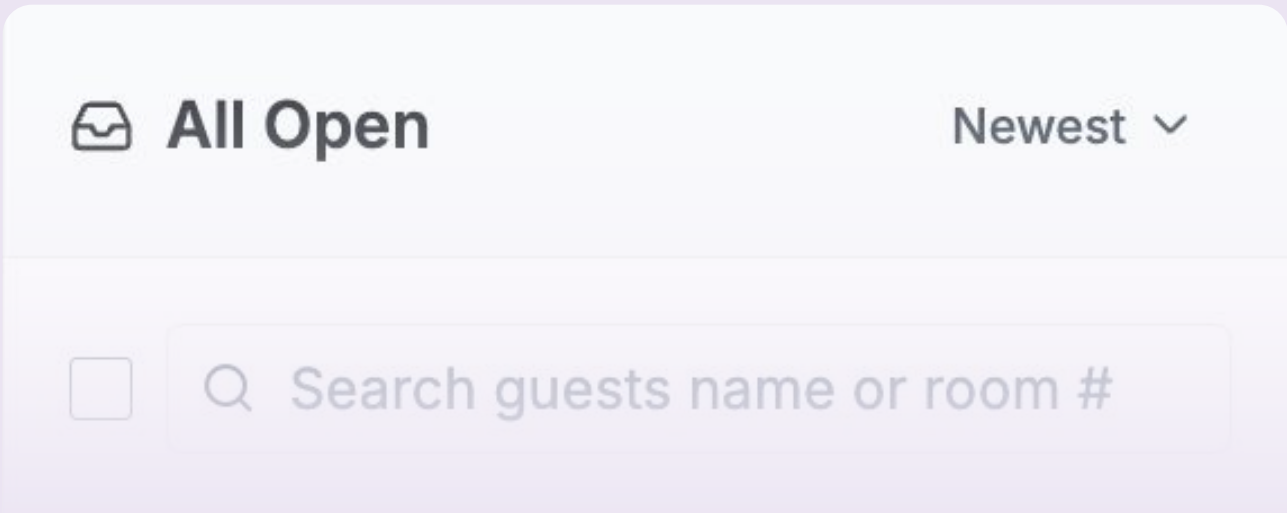# One Inbox For Guest Conversation

**GEMS 2.0 Messaging** centralizes guest communication across mobile apps, SMS, WhatsApp, PWAs, and in room tablets. Staff get a single place to manage requests, reply faster, and connect conversations to action.
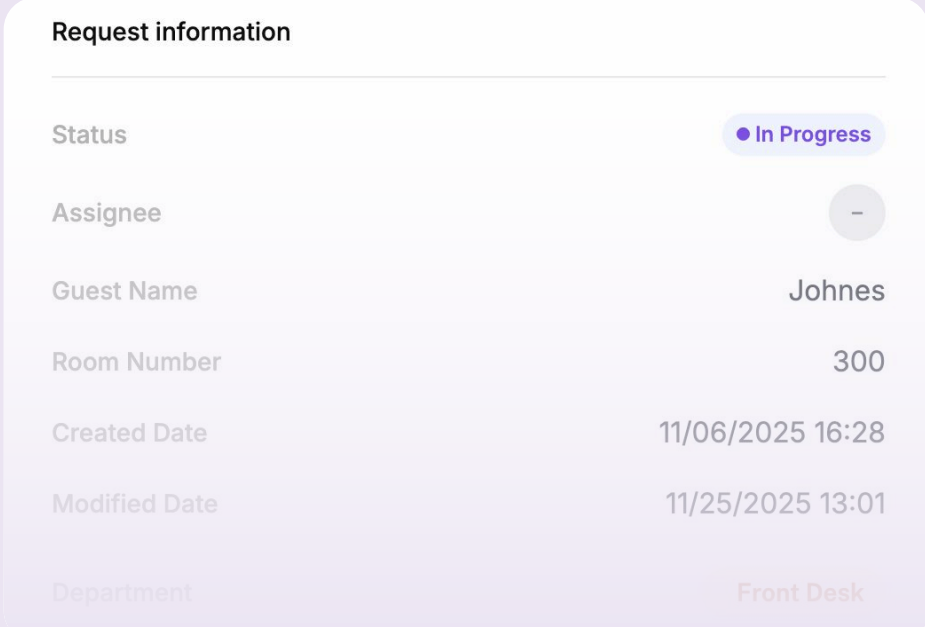
## GEMS 2.0 Messaging Key Capabilities

### Unified Inbox

All messages from mobile app, PWA, tablet, SMS, and WhatsApp appear in one view.
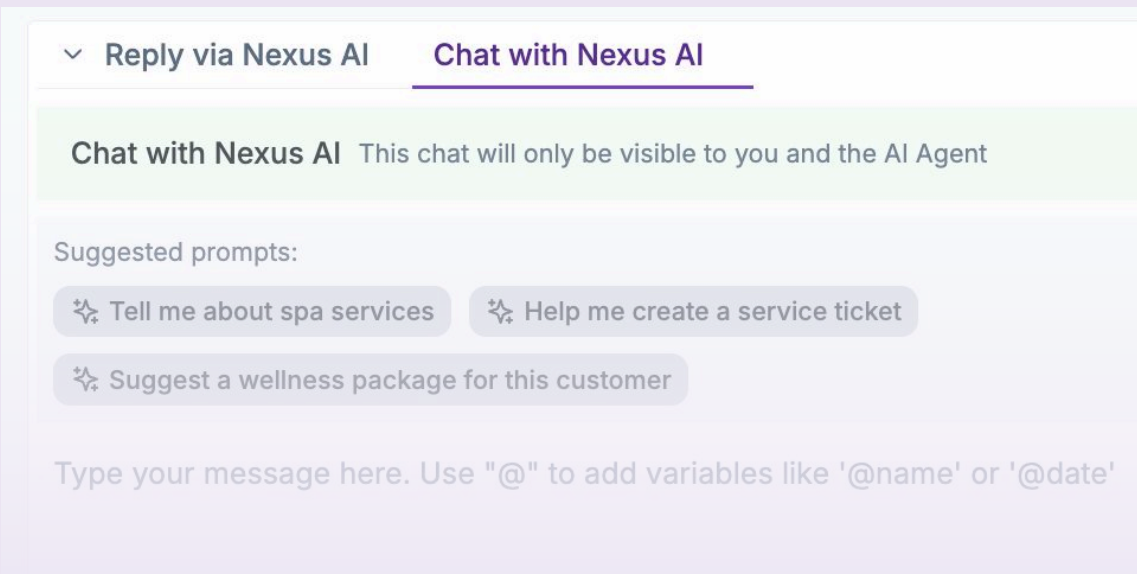
### Conversation Management

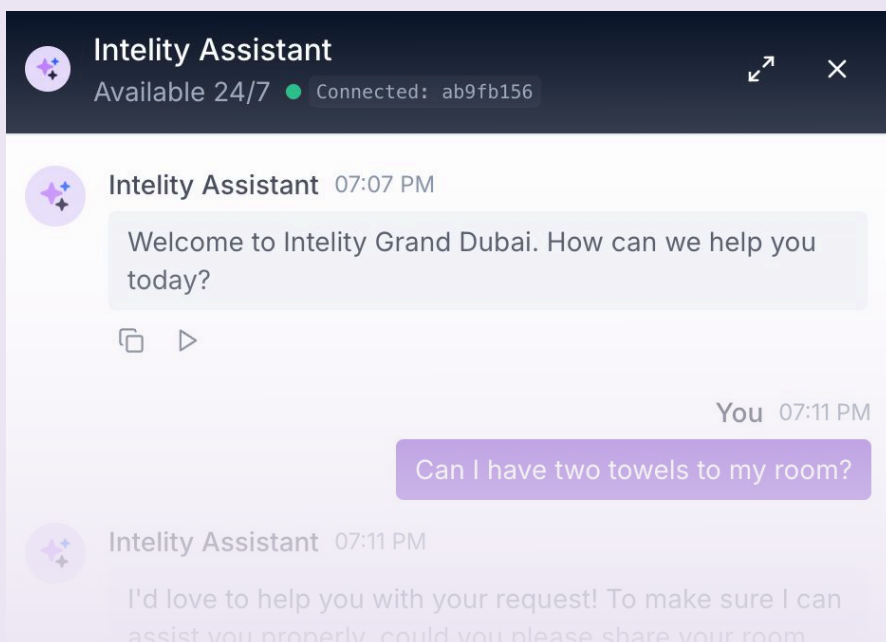Search, filter, assign, archive, and prioritize threads with simple controls.

### Service Linkage

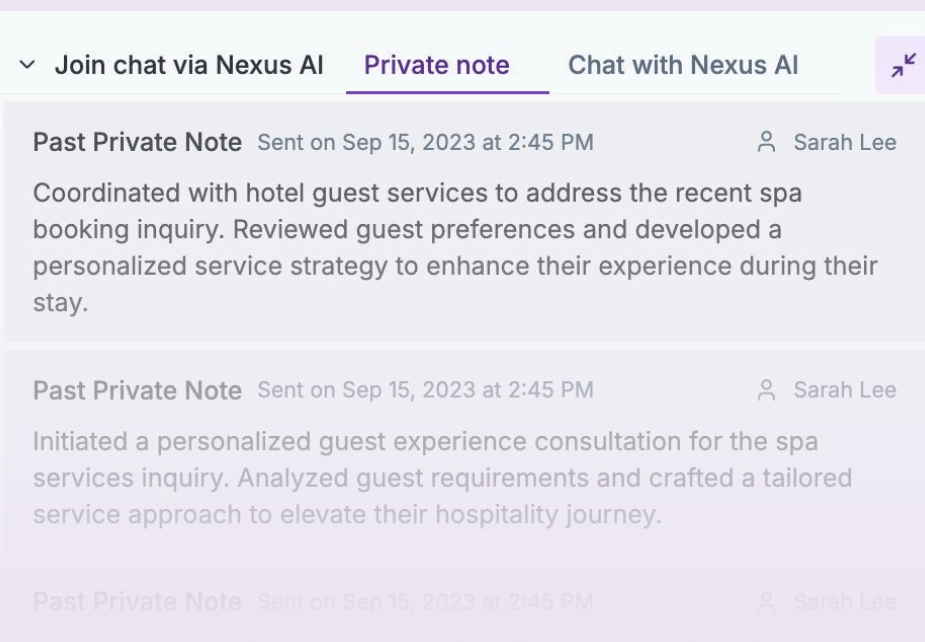Convert a message into a request. Attach conversations to existing tickets.

### Nexus AI Support

Suggested replies, quick summaries, and next step prompts to reduce handling time.

### Channel Aware Reply Format

Rich UI in app. Clean text for SMS and WhatsApp.

### Full Guest Context

Reservation, profile, and request history visible in the thread.

## Why It Matters

Improving response workflows leads to faster replies across channels, more consistent communication with less need for service recovery, clearer accountability with fewer missed messages, smoother handoffs between messaging and service execution, and ultimately higher guest satisfaction and a stronger brand experience.

## Impact By Role

| For Guests | For Staff | For The Property |
|---|---|---|
| ✔ Faster answers | ✔ Less tool switching | ✔ Shorter resolution times |
| ✔ Clear updates | ✔ Higher clarity on ownership | ✔ Higher review scores |
| ✔ Fewer delays | ✔ Lower cognitive load | ✔ Lower operational cost |