

the daily point of you

THE DOLDER GRAND



The Dolder Grand

At Zurich's top address, only perfect is good enough. And that goes for confirmation letters too.

The Dolder Grand in Zurich has been using dailypoint for 7 years, with primary focus on guest communication. We asked 15 min of their time to share why individualized letters are so important.

Tanja Rausch, the Project & Application Specialist at **The Dolder Grand**, connects with us from Zurich a day in November – she is responsible for making sure that the hotel's software works as it should and that everyone knows how to use it. And with more than 20 years of experience at The Dolder Grand, if anyone knows what this extraordinary hotel needs, it is Tanja.



the daily point of you

dailypoint™: People sometimes say that “confirmation letters, that’s just something you send out of the PMS” – what do you think about statements like that?

Tanja: “I think that any PMS can certainly send a confirmation email, this is not a problem. But the quality, detail and personalization of that email is not going to be anywhere near what the modern or sophisticated traveler expects. A hotel confirmation is not the same as an order receipt from an online retail shop. The guest is not ordering a pair of shoes, they are reserving a journey, an experience, and our response must reflect that.”

dailypoint™: Reserving an experience, that sounds much more inspiring than booking a room. How do you use confirmation letters to make the guest feel inspired?

Tanja: “All our confirmation emails are personalized and rich in content. We confirm the guest reservation not only using words, but also images. Using visualization, the guest can easier look forward to their journey and start imagining what it will be like. Depending on the type of stay, the number of guests and other variables, we add other elements that can help the guest plan his journey. Perhaps we can offer him a table reservation, spa treatments or other services. All these dynamic components can be mixed to fit the guest perfectly. For us it is also very important that the confirmation email looks attractive, so a good design tool is essential for us.”



dailypoint™: It seems like a lengthy process to prepare all these personalized confirmation emails. Is that not something that only luxury hotels have time for?

Tanja: “Actually one of the things we are most pleased about is how quickly we create our personalized email confirmations; the process is very efficient. In addition, with the connection to the TAC Spa software, any spa booking can be added automatically to the same confirmation. And soon the connection to SynXis will enable us to have uniform, rich content communication no matter through which channel the guest reserves his visit. To be honest, our reservations department would face a lot of challenges without this ability to create both offers, confirmations and cancellation emails. Is this something specific for luxury hotels? I don’t see utilizing technology to deliver excellent guest service as something specific to the luxury segment, I see it as smart and efficient.”



the daily point of you

dailypoint™: I believe you also use dailypoint for newsletters, would you like to share a few words about that with us?

Tanja: "Indeed, we use dailypoint to send newsletters. Because we use the profile engine to enrich our guest profiles further, with for example interest codes, creating different target groups to receive different types of content is really easy. Even though we are quite experienced in this area, the tool offers so many different options – some might find this overwhelming, but for us it is just great.

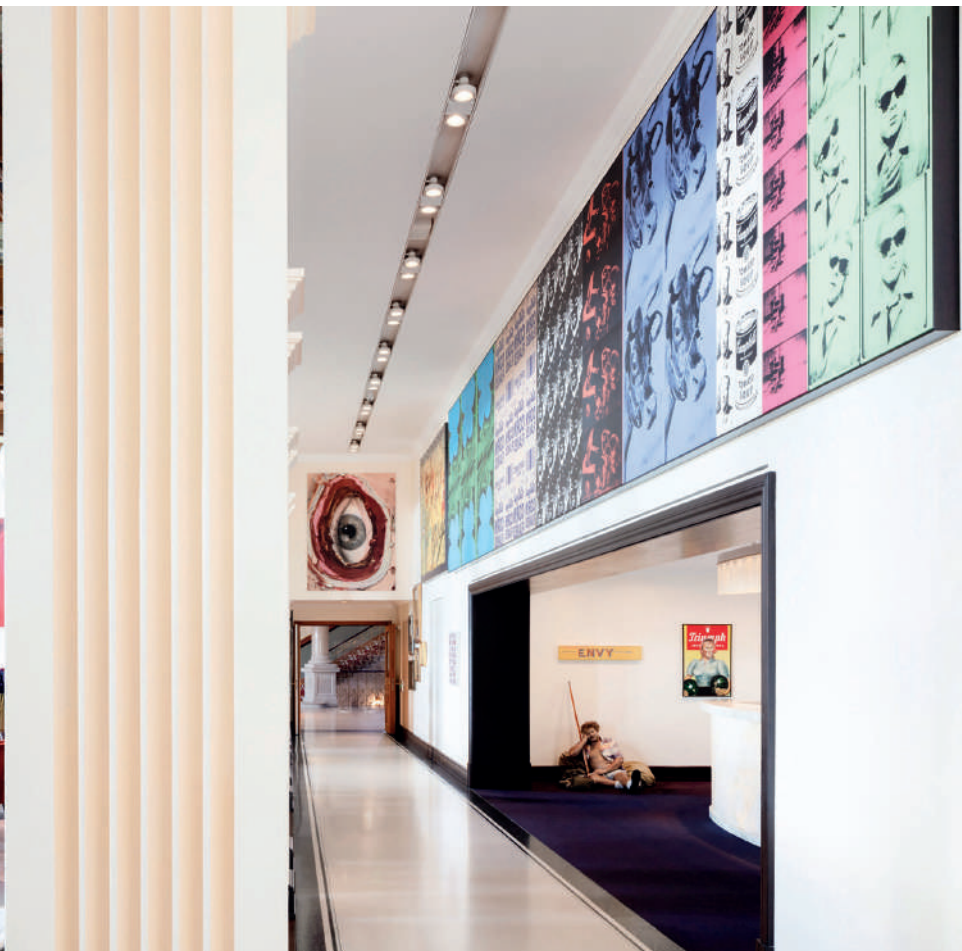
It means that the software doesn't set our limits, and as the age of digital hospitality is just starting, it is comforting to know that our vendor partner is ahead of the game.

As I thank Tanja, her words of journeys and experiences remind me of the famous author H.C. Andersen, who once said "To travel is to live". And then

I think: "Of course! – is it not all but normal, that this grand hotel, rich in art and architecture, embodies the spirit of the journey?" And with digital hospitality, they are like extraordinary artists, they are not only au courant, but they are also already one step ahead of time.

The Dolder Grand are using the following modules of dailypoint:

- dailypoint™ Data Laundry, our powerful data cleaning tool
- dailypoint™ Profile Engine with automatic interest attribution to the Customer Profile
- dailypoint™ Booking Manager for Pre- and Post Stay Communication
- dailypoint™ Campaign Manager for sending all customer communications
- dailypoint™ Online Reputation Management
- dailypoint™ Integrations to their PMS, Spa and CRS software



Curious to learn more? Contact us – sales@dailypoint.com