

the daily point of you

THE LIVING CIRCLE
LUXURY FED BY NATURE



The Living Circle

Solving the challenge of uniform digital hospitality in a growing group of unique luxury hotels.

The Living Circle is a group of unique first-class hotels located in Zurich and Ascona. The relationship with daily-point™ started with the Storchen Hotel in 2015, but the technology has since become the key component for consolidation of the group's important guest information across the growing portfolio of hotels. We asked 15 minutes of their time to share why daily-point plays an important role in increasing revenue across their entire estate.

Andreas Fassbender, the Group Revenue Manager for **The Living Circle**, connects with us from Zurich at the end of a busy week. With more than 17 years' experience in luxury hotels, whereof the last six in revenue management, his task is now to ensure the revenue optimization of all Living Circle hotels. That includes not only the use of revenue management tools, but also the management of digital hospitality to drive demand and guest retention.



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dailypoint™: Any hotelier can imagine what a headache it is to have different PMS within their collection of hotels and how that impacts the consolidation of profiles – why is it different for you?

Andreas: “Well, having different PMS always presents you with some level of headache, but from a digital communication standpoint we have been able to eliminate the issues it causes by using dailypoint as the central location for our guest profiles. We can connect any of our hotels to dailypoint, which allows us to onboard a new hotel on our digital hospitality strategy very quickly.”

dailypoint™: Your digital hospitality strategy, what does that mean at The Living Circle?

Andreas: “It is very important for us that we can engage with the guests digitally, throughout the booking journey and via campaigns and newsletters. We always engage with rich content and this captures the guest’s attention, leading to conversion of add-on sales. We must of course have a unified corporate look and feel for our digital communication, no matter which PMS is used at the property. Because we only communicate through dailypoint, we can implement that unified corporate identity and additionally control the guest consent or “opt in” centrally for all hotels, which makes it a lot easier to promote and drive demand for different hotels in the group.”



dailypoint™: Some of your hotels are members of different associations like The Leading Hotels of the World and Preferred Hotels & Resorts – how does that impact your digital hospitality?

Andreas: “Associations do not place strict demands on our technology stack, their focus is primarily on quality and standards. For example, The Leading Hotels of the World require certain quality survey results to be reported. This is important, because not all our hotels are members of the same associations, so our tools must be flexible enough to accommodate both the demands of the associations and be able to maintain the standardization for our group brand. We use dailypoint for our group-wide questionnaires with integrations to HolidayCheck and TripAdvisor, as this is the only way we can clearly link responses to our guests. Frankly, I cannot imagine being without the data that these post-stay surveys provide us.”

dailypoint™: Final question: what would you tell GM’s that are considering bringing their hotels into the digital hospitality world?

Andreas: “Firstly, picking the right tool is very important. It should have enough functionality to support you for years to come, even if you are going to start your transformation in stages and don’t think you need so much right now. At The Living Circle, we continuously have new initiatives and projects, and a limited CRM would be a big problem for us. Secondly, making sure that your team is onboard and understands the importance and benefits of digital hospitality is critical.”



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We don't have a dedicated CRM Manager, but we have an incredible team of revenue managers, front office managers and concierges who all understand the importance and drive it forward. They all want to make the life of the guest easier, make them happy and make more revenue."

As I thank Andreas, I reflect on the fact that in most hotels it is the Revenue Manager who is driving the CRM initiative. It must be because they are characters for whom it is easy to see revenue opportunities and perhaps because they have been, for years, employing technology to achieve further revenue optimization. They know what sells and when, they know their hotels and perhaps because they have vivid memories of when GM's didn't want to invest in revenue management software. And just like then, they didn't give up - they saw the opportunity to earn more revenue, and they made it happen.

The Living Circle are using the following modules of dailypoint:

- dailypoint™ Data Laundry
- dailypoint™ Profile Engine with automatic profile interest assignment
- dailypoint™ Booking Manager for pre and post stay communication
- dailypoint™ Campaign Manager
- dailypoint™ Event Calendar
- dailypoint™ Online Reputation Management with integration to HolidayCheck and TripAdvisor
- dailypoint™ Smart List
- dailypoint™ Smart Wi-Fi
- dailypoint™ Voucher
- Integrations to their PMS, Table Reservation, Booking Engine, Upsell software and the survey tool mandated by Leading Hotels of the World



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