

the daily point of you



Grand Resort Bad Ragaz

The 5-star resort with six Michelin stars that leads the way in Digital Guest Engagement.

Grand Resort Bad Ragaz has been using dailypoint as the technical foundation of their digital marketing activities for seven years. We asked them for 15 minutes of their time to share their experiences in delivering a digital hospitality experience to the luxury guest segment.

Siân Dunn connects with us from **Grand Resort Bad Ragaz** at the end of a busy week. With a background in Revenue and Reservations Management, Siân has spent the last two years managing the sophisticated eCommerce operations of this remarkable property nestled in the mountains of the Swiss canton of St. Gallen. Recently, Siân has taken on the role of CRM Manager, where she will continue the Grand Resort Bad Ragaz's leadership in Hospitality Digitalization.



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dailypoint™: If a hotel is just starting out on their digital hospitality initiative, what would you suggest doing first? Something that is not too difficult?

Siân: One thing that is fairly easy to do is to create an automated, personalized questionnaire. As you can imagine, for a resort like ours, we have to pay very close attention to the ongoing satisfaction of our guests. Not only for our hotel operations, but also for our renowned SPA and restaurants. The reality is that it is impossible to get good, consolidated guest satisfaction data using printed questionnaires. We have created a single digital questionnaire that automatically behaves differently depending on who the guest is, where they are, and what type of stay they have booked. Imagine how easy it gets when you can embed the same questionnaire at every touch point: at the SPA, in our Check-Out Process, in our Post-Stay Communication - anywhere. And the consolidated reports are automatically sent to us on a regular basis - of course, we are notified immediately if a poor review comes in. What we particularly like about dailypoint is that there are so many rule options within each question that it has helped and inspired us to define the entire questionnaire.



dailypoint™: If you had to pick just one thing from your strategy that you truly believe is an essential pillar for successful digital hospitality, what would it be?

Siân: That must be the value of the "Golden Profile". Because if you don't know who your guest is, where do you start? In our case, we use dailypoint like this: first, there is the automated Data Laundry: this gives us clean and updated data. Then we use the Profile Engine Rules that automatically add interest to the Profiles. And it adds interest based on real data, data that we get from our PMS, from our SPA, from our website. This is a continuous, automated process, so as the guest's behavior changes, their interests are adjusted accordingly. Think about that for a moment. Data enrichment based on our own data, finally!

dailypoint™: It is exciting to hear you talk about this! Maybe you can share a couple of examples on what you do with your enriched profiles?

Siân: We have focused heavily on automation over the past 12 months, and it has yielded some excellent results. Our automated campaigns are tailored to our guests' activities, interests or special occasions and prompt them to take action, whether it's booking their next stay, reserving a table or scheduling a SPA treatment. The revenue impact of our automated campaigns has been remarkable.

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dailypoint™: Many hotel GM's may feel reluctant to jump into the digital hospitality world with both feet, what would you say to allay their fears?

Siân: In the luxury segment, our guests tend to be in their mid-30s and up, and we know that a significant portion of guests in the upper part of that age segment do not value digital engagement, but still prefer it in the traditional way, like receiving printed letters or greetings. But one approach does not preclude the other. Digital guest engagement is a de facto expectation that is not going away. The younger generation will soon be our primary segment, so we need to make sure we can engage with them now. I'd like to remind us of Nokia and Blackberry; they started to change after the change had already happened. That did not end well. It is the same for us hoteliers, we have to change before it is too late to catch up. So, as you think about investing in Digital Hospitality, don't forget to think about what it might cost not to!

As I thank Siân for her time, I feel so pleased that they are using our platform so well and what a difference it can make. When I share this with the team, they smile and tell me with their typical digital generation excitement, „Yeah, we know - they have like 300 profile interest rules, that is so cool!“ But most of all, Siân's words stay with me: „Don't change after the change has happened.“ She is so right.



The Grand Resort Bad Ragaz are using the following dailypoint modules:

- dailypoint™ Data Laundry
- dailypoint™ Profile Engine with Automatic Profile Interest Assignment
- dailypoint™ Privacy Dashboard
- dailypoint™ Campaign Manager
- dailypoint™ Booking Manager for Pre- and Post-Stay Communication
- dailypoint™ Questionnaires
- dailypoint™ Event Calendar
- dailypoint™ Loyalty Management
- Voucher Management
- Integration to their PMS and SPA and Website
- Tableau BI Reporting

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