

success story



How to Increase Revenue and Boost CRM as a Boutique Hotel

Maximize Guest Experience and overall Profitability with Over 200 Seamless Integrations

success story

5* property | 23 Rooms | F&B Outlet & Spa
Meetings | Ennetbürgen - Bürgenstock (CH)

Situation

Boutique hotels like Villa Honegg, renowned for their personalized services and superior guest experiences, aim to maximize revenue while maintaining highest standards of guest satisfaction. Achieving this requires seamless integrations, effective marketing strategies, and efficient operations. dailypoint provides a comprehensive, easy-to-use solution that addresses these needs, ensuring unmatched CRM, cost savings, and increased revenue for every hotel and hotel group.

Your way to the #PeakOfHotelTech

Profit from Seamless Integrations

Villa Honegg has significantly benefited from the seamless integrations offered by dailypoint. By integrating TAC, one of over 200 partners, Villa Honegg can effortlessly upsell SPA services during pre-stay communications, such as within the booking confirmation. This integration not only simplifies the upselling process and ensures a consistent look-and-feel throughout the guest journey with minimal effort, but it also enriches the Central Guest Profile (CGP). This enrichment facilitates more personalized and automated marketing activities, making them easier and more accurate than ever.

Take Advantage of a Deep Event Calendar Integration

The Event Calendar module is another key feature that has proven invaluable. It enables Villa Honegg to promote upselling opportunities for events associated with the hotel during pre-stay communication. Guests receive detailed information about these events, enhancing their experience and engagement. Moreover, guests can directly reserve events on the hotel's website through a simple iFrame integration. This ensures a seamless guest journey and prevents any data loss in tracking.



"Since integrating dailypoint, we've observed positive changes in both revenue and guest satisfaction. Seamless upselling of SPA services and events, combined with enhanced quality management, has allowed us to optimize our operations. Our guests are enjoying a more personalized experience."

Simona Lussi

Event & Marketing Manager at Villa Honegg



success story



The revenue generated from these events can be thoroughly analyzed using dailypoint analytics and is clearly visible in the CGP. This data enrichment not only supports future marketing efforts but also increases guest loyalty.

Take What's Yours - More Revenue through Seamless Quality Management

Quality management is also streamlined with dailypoint. The platform facilitates the easy distribution of post-stay questionnaires. As one of the few preferred partners of Tripadvisor and HolidayCheck, dailypoint allows guests to share their feedback without additional login requirements, thereby improving the hotel's visibility and ranking on these platforms. Well-designed questionnaires provide strategic insights, leading to higher guest satisfaction, loyalty, and increased revenue. Improved reviews on major portals result in better rankings and more bookings.

In Conclusion

By using dailypoint, Villa Honegg, a small hotel with only 23 rooms, experienced significant improvements in operational efficiency and guest satisfaction. The seamless integration with TAC and the Event Calendar module has enabled effective upselling and enhanced the overall guest experience. The Quality Management module has improved online reviews, contributing to higher rankings and more direct bookings. Overall, dailypoint has proven to be a valuable asset for Villa Honegg, driving revenue growth, reducing costs, and enhancing future CRM and marketing initiatives. This demonstrates that even for small hotels with the highest standards, dailypoint is an invaluable tool.

Modules

- Booking Manager
- Campaign Manager
- Content Hub
- Data Laundry
- Event Calendar
- Guest Information System
- Message Center
- Privacy Dashboard
- Profile Engine
- Quality Management
- Questionnaire

Are you ready to reach the #PeakOfHotelTech?

