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dailypoint™
Central Data Management

EXCELSIOR HOTEL ERNST – COLOGNE'S GRAND HOTEL

Why did Cologne's grandest hotel select dailypoint™?

The Excelsior Hotel Ernst is in the middle of their dailypoint setup, and we asked 15 min of their time to explain why they selected dailypoint and how they are experiencing the implementation so far.

SEBASTIAN SHIRRA, the revenue manager at **EXCELSIOR HOTEL ERNST** in Cologne, answers our call on a busy Thursday afternoon. Sebastian has been securing the successful revenue management for the Excelsior Hotel Ernst for almost 7 years, and with a career in revenue management at several other 5* properties in the region before that, he truly knows what it takes to optimize a hotel's revenue.
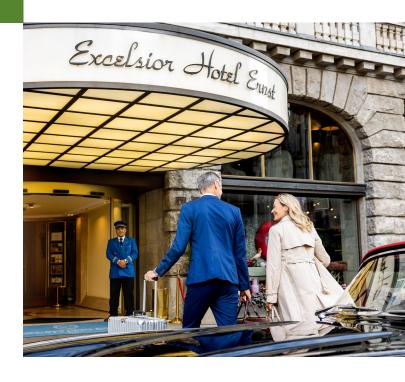

www.dailypoint.com

THE DAILY POINT OF YOU

dailypoint™: What motivated you to search for a new software?

Sebastian: "It is absolutely essential for us, that we can communicate with our guests in the digital world in the same sophisticated way as we do when we service them in person. The luxury experience cannot be limited to their time in our property, it has to be constant at every single contact point they have with us. We had been using another tool for our guest communication for some years already, but as that vendor was acquired and became part of a bigger company, we didn't feel that we were receiving the same support anymore. Also, we didn't have the feeling that the product was developing as we were expecting. It simply didn't meet our expectations from a customer-vendor relationship nor a product perspective."

dailypoint™: How come you decided for dailypoint?

Sebastian: "We researched and received presentations from several companies as part of our decision process, but we found that most were not covering all the functionality that we were looking for. There are a lot of vendors out there, and the examiniation process took quite a lot of time. What we liked about dailypoint can really be narrowed down to three things:

1) It was evident that the company had a lot of experience and expertise. In the sales process, they were very detail oriented and didn't try to sell us something we didn't need. Also, they advised us well on the privacy aspect, which is so important in the luxury segment.

2) The product is constructed in a way that we could select the modules we need only, which was great, but it had functionality that went beyond what we do today and that gave us the feeling that we can grow with this company.

3) This might sound simple, but in our case it is very important that our vendors have the same attitude to business as we do, and that we both demonstrate that we are committed to the customer-vendor partnership."

dailypoint™: How do you and the team experience the implementation project?

Sebastian: "We are very, very happy. Often it happens that once a contract is signed, the honeymoon is over and you discover what you really have bought! But this is definitely not the case here, our dailypoint setup team are so patient with us and they give us excellent advise and guidance. Sometimes I think we are like a difficult guest, but we are serving the luxury segment and we cannot accept a single thing to go wrong in our digital engagement with our guests. We experience that the dailypoint team have the same attitude, and it means very much to us."

As Sebastian takes off to continue his day at the hotel, we take a few moments to convey his compliments to the dailypoint team. They blush politely, and it makes me think that maybe we have more in common with luxury hotels than people think. „With heart and soul", as the Excelsior Hotel Ernst say.

THE EXCELSIOR HOTEL ERNST WILL BE USING THE FOLLOWING MODULES OF DAILYPOINT:

- dailypoint™ Data Laundry
- dailypoint™ Profile Engine with automatic profile interest assignment
- dailypoint™ Campaign Manager
- dailypoint™ Booking Manager for pre and post stay communication
- dailypoint™ Online Reputation Management
- Integrations to their PMS, table reservation and survey software

CURIOUS TO LEARN MORE? Contact us – sales@dailypoint.com