success story

SMART OFFERS AND CONFIRMATIONS WITH dailypoint™ BOOKING MANAGER

STORCHEN
ZÜRICH

September 2019
Create smart offers and confirmations which transfer the quality of your hotel – highly efficient and great looking

success story

5 star luxury / city centre Zurich / 66 rooms / protel mpe

& dailypoint - BOOKING MANAGER

SITUATION

The Storchen is one of the leading luxury hotels not only in Zurich but throughout Switzerland. It is characterized by a high individuality, combined with a perfect guest service. Exactly this requirement had the management also for the guest communication.

Before using dailypoint™, the creation of offers and confirmations required numerous manual steps. Although there was a customized communication, but this was very time consuming and ultimately did not meet the optical requirements.

There was a desire to simplify the processes and to achieve better results on top of that. A system was sought that enables guest communication, which in large part works off automatically, but which can still be supplemented and adapted. All data had to be GDPR compliant, manageable and centrally retrievable.

Another issue was the double maintenance of content and designs between the PMS and the Booking Engine. Last but not least, delivery should be ensured and controllable to avoid no-shows and lost sales.

RESULTS

With the Booking Manager of dailypoint™, reservation staff are now able to meet the high-quality standards of management and guests. Highly individualized offers and confirmations can be sent quickly and efficiently via Whitelisted Server, which guaranties the highest level of deliverability. Furthermore, even the receipt can be ensured and controlled. Lost revenue based on non-delivered confirmations are history.

The communication is tailormade to the recipient. A repeater automatically receives different content than a new customer. The Booking Manager draws the necessary information from the adjusted, central guest profiles in dailypoint™.

In addition to the PMS, the communication of the IBE, the booking engine on the hotel website, is managed centrally via the Booking Manager. Different layouts and a doublicate content are thus a thing of the past. There is consistent guest communication across all channels.

Ultimately, the guest receives today corresponds to the level that a 5-star luxury hotel wants to offer. In addition, the system landscape has shrunk, and work efficiency has increased. "I am fully satisfied with the results," said Roman Migliorato, Director of Marketing, The Living Circle.
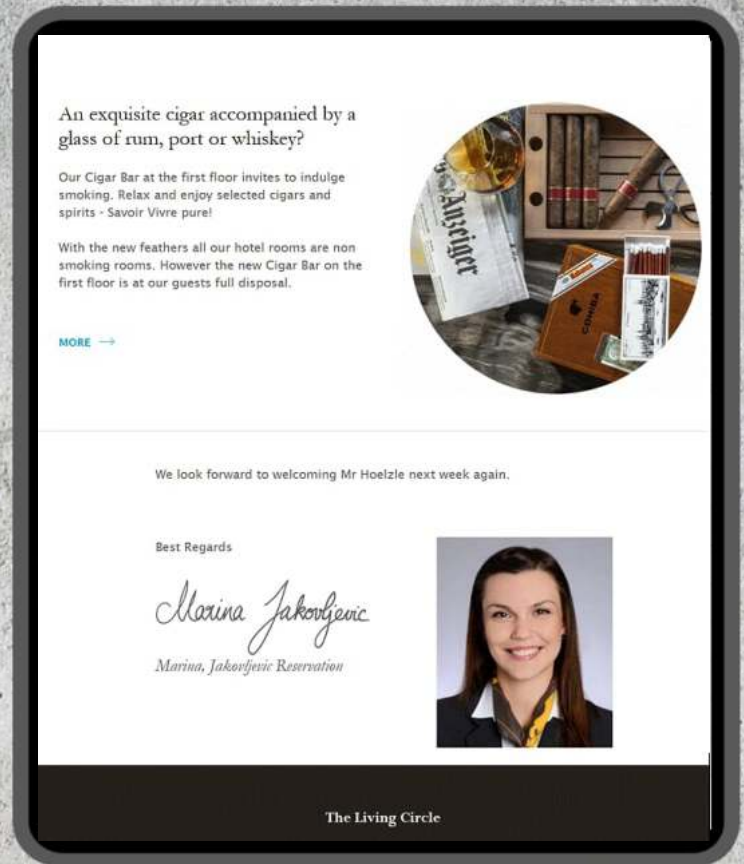
MODULES

• dailypoint™ Data Laundry
• dailypoint™ CDM Central Data Management
• dailypoint™ Privacy Dashboard
• dailypoint™ Profile Engine
• dailypoint™ Campaign Management
• dailypoint™ Quality Management
• dailypoint™ Booking Manager
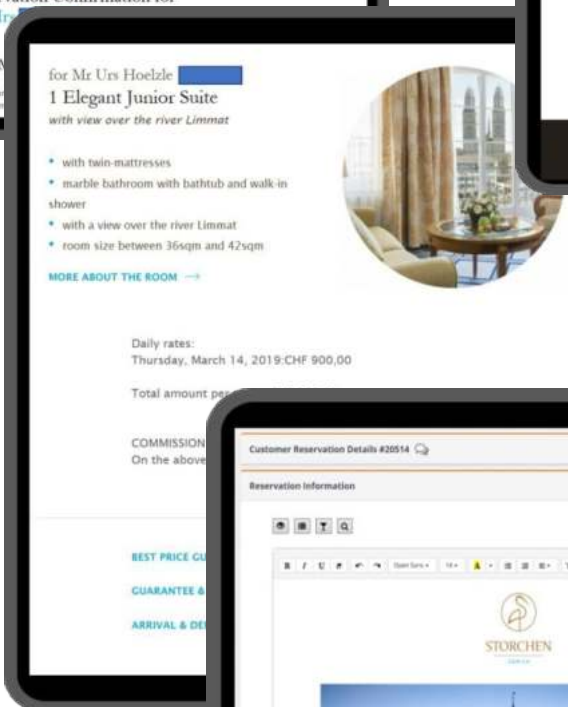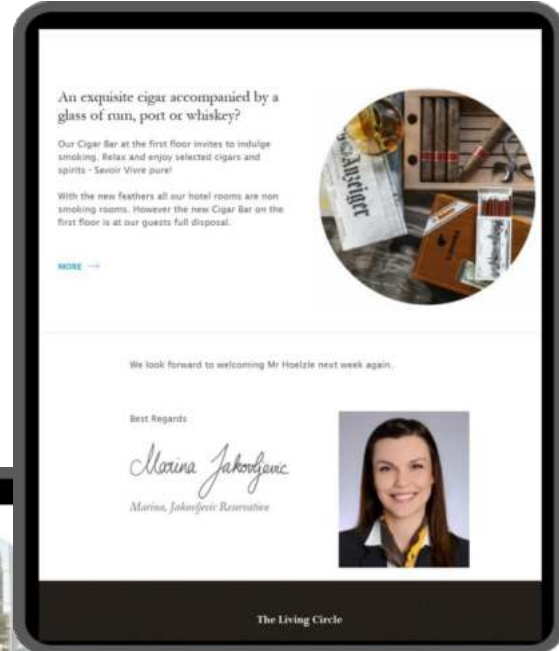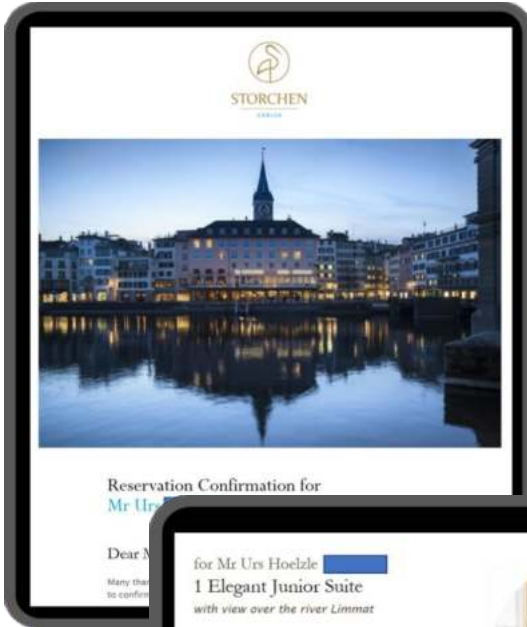• dailypoint™ Smart WiFi
• dailypoint™ Form Manager

Activated interfaces:
• Protel MPE 2-way
• Protel real-time
• Mailingwork newsletter system
• AdresssDoctor
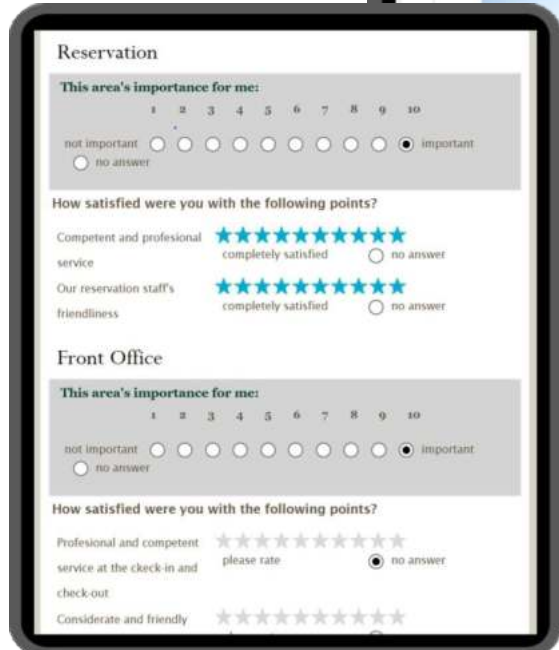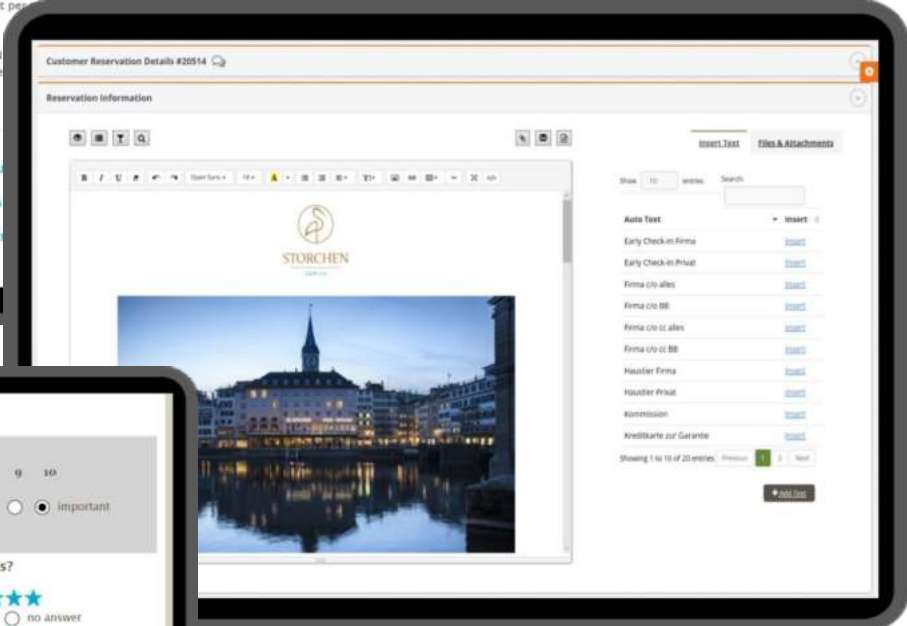• Tripadvisor
• HolidayCheck
• IBE Simple Booking

success story

Offers and reservations individual and personal as you!

Manage your guest communication easy and efficient.

Feedback-Management including Tripadvisor connected to your guest profile.

protel
hotel software®