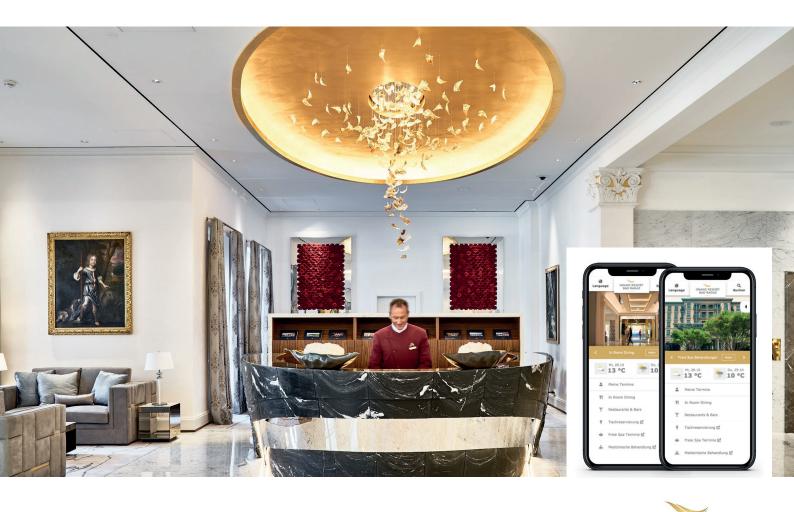# success story

DIGITAL GUEST COMMUNICATION AND SERVICE. PERSONAL. INDIVIDUAL. SIMPLE.

JANUARY 2023

How to use dailypoint™ and straiv to implement a personalized digital guest communication and digital services for improved guest experience.

www.dailypoint.com

success story

5* property | 248 rooms | 12 F&B Outlets | Spa | Meetings | Bad Ragaz (CH)

SITUATION

As a 5-star luxury resort, Grand Resort Bad Ragaz focuses very much on their guests' individual needs. Targeted information and personalized services are key. A large property with many outlets is required to streamline processes & systems. The guests' personal information needs to be stored and updated centrally to be then distributed to all relevant systems.

dailypoint™ has been used by the resort as CRM system since 2016. As the resort deployed straiv in July 2020 to complete the digital guest journey, a smart implementation approach was required.

SOLUTION

dailypoint™ has become the heart of guest communication and straiv was then added as a digital guest companion to enable guests to use digital hotel services via their own mobile. The application, based on Progressive Web App technology, can use the stored guest data via the dailypoint™ API to feed all information directly into the digital companion.

Guests receive an automatically generated link via the booking confirmation sent through dailypoint™ which allows them to access their personalized digital companion before, during and after their stay. By querying the current status of the guest's stay (e. g. „has the guest checked in?"), the content in the digital companion can be adapted to the different phases of the guest journey (pre, in-house, post).

With this combination of software solutions dailypoint™ and straiv offer a personal communication and personalized service for hotel guests along the entire guest journey. All processes are fully automated and guarantee for service at the highest level. Guests do not have to log in, register or download an app but have all hotel services and information available right on their smartphones. The interface between straiv and dailypoint™ is set up with just a few clicks.

"We appreciate dailypoint™ as a longtime partner & with straiv we could win another competent partner. What I particularly appreciate is how straiv takes a proactive role in interface issues & sought direct dialog with dailypoint™. Such an approach makes the interface conception & implementation much easier. We are very happy about the advanced service we can now offer our guests with this cooperation."

Marius Willimann, Head of CRM & Customer Experience at Grand Resort Bad Ragaz

MODULES

ACTIVATED MODULES

- dailypoint™ Booking Manager
- dailypoint™ Campaign Management
- dailypoint™ Central Data Management
- dailypoint™ Data Laundry
- dailypoint™ API
- dailypoint™ Privacy Dashboard
- dailypoint™ Profile Engine
- dailypoint™ Quality Management

ACTIVATED INTERFACES

- Suite8 Interface
- TAC