

## Case Study | Apartments

Digital concierge increases guest loyalty and additional sales

The **Apartment Complex Bergparadies\*\*\*\*** in Dorfgastein, Austria, captivates thanks to its ideal, quiet location near the extensive Dorfgastein/Grossarl hiking and ski area. The **26 apartments** and penthouse apartments are distinguished by **ultramodern furnishings and custom installations** by the in-house joinery workshop.

**The service at the Bergparadies is also state-of-the-art.** Since the beginning of 2018, the apartment complex has offered its guests **a new feature highlight**; a **Digital Guest Directory**. It is a kind of **“digital concierge”** in the form of a free app or progressive web app for the guests’ end devices.

Thanks to the **Digital Guest Directory**, guests always have key information at their fingertips and can **communicate with the team directly**. In addition to information about the accommodation, offers, events and the surrounding area, it gives the guests daily updates about developments, news and tips. So they are **always completely up-to-date and in contact with their hosts**.



**This step toward digitization certainly paid off,** even though it naturally required an initial investment. The Digital Guest Directory enables **active bonding with guests, diverse communication options and additional sales**. Offerings from external partners, such as ski schools or ski rental, can also be integrated and passed on directly to the guests. What’s more, **we strengthen our image** as an innovative and modern company.

Peter Gratz, Owner



### Goals:

- Long-term guest loyalty
- Easy marketing of in-house offers
- Generation of additional sales
- Labour savings
- Digitization



## Success: Guest loyalty and booking of additional offers



### Strong relationship between host and guests

The Digital Guest Directory allows hosts to **contact their guests before, during and after the stay**. They send **messages via push function** and communicate with each other in a protected environment. Even if the **holidaymakers are not on site**, they remain up-to-date and can always obtain information themselves, thanks to **diverse content – an ideal complement to personal contact**. In this way, holidaymakers become regular guests who love to return.

**The Digital Guest Directory is very well received by our guests.** They particularly **enjoy using our “digital concierge”** to book our bread roll service or book tables in the partner hotel. This also benefits us: We **minimise sources of error** because **no requests are lost** and table bookings are made directly with the restaurant.

Stephanie Leitner, Front Office Manager

We already had a tablet solution and were **searching for improvements**. We were immediately convinced by the **combination of Digital Guest Directory and travel guide** from Guestfriend. The icing on the cake is the option for our guests to load the Digital Guest Directory **onto their own devices** and even benefit when they are away from the building.

Florian Rauscher, Resort Manager

### Efficient work thanks to digitalisation

The **digitization of internal processes** such as the handling of sales or updating the room folder **effectively minimise potential sources of error**. Requests go directly to the responsible employees, are digitally recorded and processed verifiably and quickly. **Changes are also made online** and are immediately visible in the Digital Guest Directory. Furthermore, the team must **no longer print out countless pages** and exchange them in the individual apartments.

### Increased additional sales

**Offers are advertised and made bookable with the help of the “digital concierge” and push messages** that pop up directly on the guests’ mobile devices. Guests use these interactive functions to order their bread rolls, spontaneously add a breakfast and reserve significantly more tables for dinner in the apartment building’s partner hotel. That means **more additional sales** and **more revenue** for the hosts.



## Summary

- Strengthening **guest loyalty**
- **Communication** before, during and after the stay
- Increase in **additional sales** in the accommodation
- **Easy delivery** of information and offers
- **Minimisation of sources of error** thanks to digital processes
- **Labour savings** and easing the burden on the team
- **Environmentally friendly** processes

## Insights

This is the information guests can find in the Digital Guest Directory



### Welcome

The Bergparadies\*\*\*\* introduces itself



### Guest information

An A to Z of information



### Cuisine

Breakfast service and dinner in the partner hotel, recommendations



### Bread roll service

Mobile bread roll order for the following day



### Table bookings & Notifying requests

Convenient way to book a table in the restaurant and to request services



### Push notifications

News directly from the hosts like offers, suggestions, recommendations, and much more



### Ratings

Online ratings providing direct feedback to the hotel



### The next stay

Building presentation and direct booking option



### Guest card and partnerships

Information regarding regional guest card and partnerships



### Travel guide for the holiday region

Routes & tours, suggestions for outings, attractions, etc.



### All about skiing

From ski schools to equipment and the ski region



### Contact

At a glance: telephone number, address, website, social media & co.

[www.bergparadies.at](http://www.bergparadies.at)