

Case Study | Holiday Home

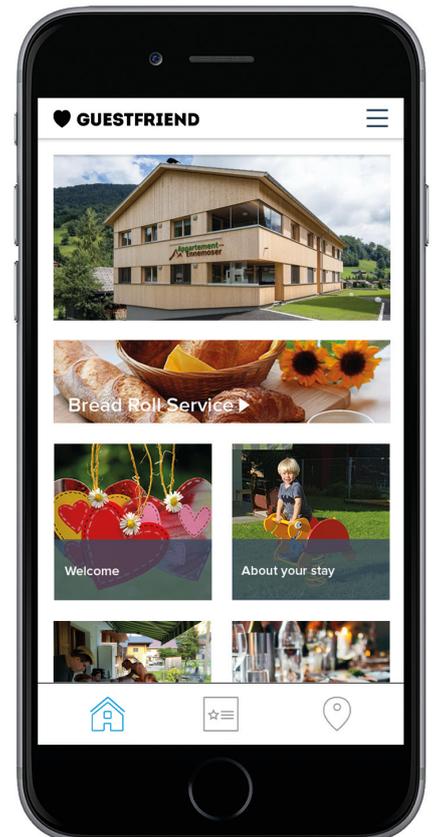
Digital Guest Directory delights guests and simplifies bread roll service

The **Ennemoser apartments** are situated in the beautiful skiing and walking paradise of Mellau-Damüls in the Bregenz Forest. Guests here enjoy a relaxing holiday in a family atmosphere, far away from the stresses and strains of daily life. Since February 2018, **Veronika Ennemoser has expanded personal care for her guests with the Digital Guest Directory by Guestfriend.**

Digital travel buddy for guests – digital support for the host

Guests can find all the information they need in the **Digital Guest Directory**, be it an A-Z of guests, shopping opportunities nearby, or recommendations for activities in the area; they have all of these things **everywhere, at all times, available on their own smartphones or tablets**, as an app or via web browser without the need for downloading.

The host **sends booking confirmations by email with a link to the online version**, so that guests actively use the Digital Guest Directory. When guests **check in**, she makes them aware of this, as well as a **room display which directly links to the online version of the Digital Guest Directory via a QR code and link.**



The before-and-after effect

Before the Digital Guest Directory

- ✘ The laborious process of collecting bread roll service order slips
- ✘ Time-consuming updating required for paper guest directory
- ✘ Large amount of prospectus material, such as brochures, flyers etc.
- ✘ Frequent questions from guests about activities and experiences

With the Digital Guest Directory

- ✔ Digital recording of bread roll service orders saves time
- ✔ Easy content updates with only a few mouse clicks
- ✔ Less paperwork and questions from guests, as they can find answers digitally
- ✔ Positive feedback from guests about the digital service

The success



More time, thanks to less time consumption

Since guests can find all information 24/7 in the Digital Guest Directory, **the host saves a lot of time**, as she is no longer the number one source of information, and the **number of questions from guests drop**. One special feature of the Digital Guest Directory is the **online bread roll service**; guests can order fresh bread for the next day with just a few clicks. Many guests even send their first order before setting off on their arrival journey. This is a major relief, as she had previously had to personally collect all order slips and manage them manually. **Now everything is recorded digitally, and she can easily view all orders on her PC.**

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My guests are delighted by the digital travel buddy. The **bread roll service is definitely a highlight of the Digital Guest Directory for me!** Guests can easily send their bread orders for the next day digitally until 8 pm. Before, I had to collect the slips every night. It was often the case that guests had forgotten to fill out a slip, and then they had no fresh bread the next day. As orders are processed via the Digital Guest Directory, it has **become much easier and I can also go to bed an hour earlier** from time to time.

Veronika Ennemoser, Owner



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



Welcome



Cuisine & Shopping



Bregenz Forest Guest Card



Guest information



Sightseeing tips & Weather



The next stay



Bread roll service



Ratings



Contact & Approach