

Success Story | City Hotel

Modern all-round well-being service with the Digital Guest Directory

3* Hotel Central

The Hotel Central Lucerne is a **modern 3-star superior city hotel** in the heart of Lucerne. The hotel's 46 rooms, renovated in style, entice with their modern charm and central location. The hosts are very keen to ensure that their **guests feel right at home**, whether they are international business travellers or individuals enjoying city breaks. Unobtrusive, personal, uncomplicated and a little bit like home – the hotel manages to achieve all of this.



The **Digital Guest Directory** from Guestfriend provides a great deal of benefits to us and our guests. It helps us to ensure that our **guests are familiar with us and feel right at home**.

Christian Bucher, Receptionist



In use: The Digital Guest Directory – the ideal tool for everyday use in the hotel sector



Just like arriving home – that's how we regard our hotel and our service. In order to ensure our guests **feel right at home**, it is just as important to look after them personally at breakfast as it is for them to be familiar with the place straight away. **All of the key information regarding their stay can be found in our Digital Guest Directory**, available in both German and English. Guests can load this down **on their own smartphone or tablet**, meaning therefore that it is always at hand in the hotel, or when out and about.

Priska Grossmann, Deputy of the Hotel Management

Goals: Satisfied guests and a new service standard

It is essential in a **city hotel** to ensure that **guests have to do as little research as possible** about the accommodation and city they are staying in. With the Digital Guest Directory, they have **all the information they need about their stay in just a few clicks**, available at all times using their own mobile device - thus making their stay even more comfortable. Incidentally, this also helps to reduce queries to the hotel team, meaning therefore that there is **more time to enjoy a personal nature of conversation** beyond a pure exchange of facts. However, it is not just **well-informed and satisfied guests** that are important to the hotel: it is also a question of **moving with the times** and **offering a completely modern service** aligned with the concept and feeling of the building.

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Of course, we like to **keep an eye on what's going on in the industry**. We've seen the growth in various technologies and their importance for guests. Indeed, our guests are using their smartphones all the time. **We think that a Digital Guest Directory is now part of the service standard within the hotel.**

Stefan Odermatt, Hotel Manager



Success: Both guests and hotel benefit from the Digital Guest Directory

A modern, digital service **improves the experience** for guests.

Staff have **more time to provide a personal service**.

Guests are **happier and satisfaction increases by 5 %**.

Guests will **make another booking and recommend the hotel to others**.

Insights

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



Welcome

The hotel team welcomes its guests



Notifying requests

Convenient way to request services and extra wishes



Restaurants & bars

Recommended offers nearby, including table reservations



Ratings

Rating form providing direct feedback to the hotel



The next stay

Direct online bookings, completely free of commission



Guest information

An A to Z of information



Push notifications

News directly from the host like suggestions for activities, events and much more



Travel guide for Lucerne

The most important attractions and experiences in the city



Contact

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



Vouchers

Voucher ordering for friends and family