

Database

How to collect
customers' email
addresses?



Case
Studies



Introduction

4-star hotel in the 7th arrondissement of Paris, the establishment offers rooms and suites for sale, as well as a SPA.

Ideally located between the Eiffel Tower and the Invalides museum, in a pleasant pedestrian street, the hotel attracts a lot of tourists, especially Americans, who almost systematically go through the OTAs.

Issue

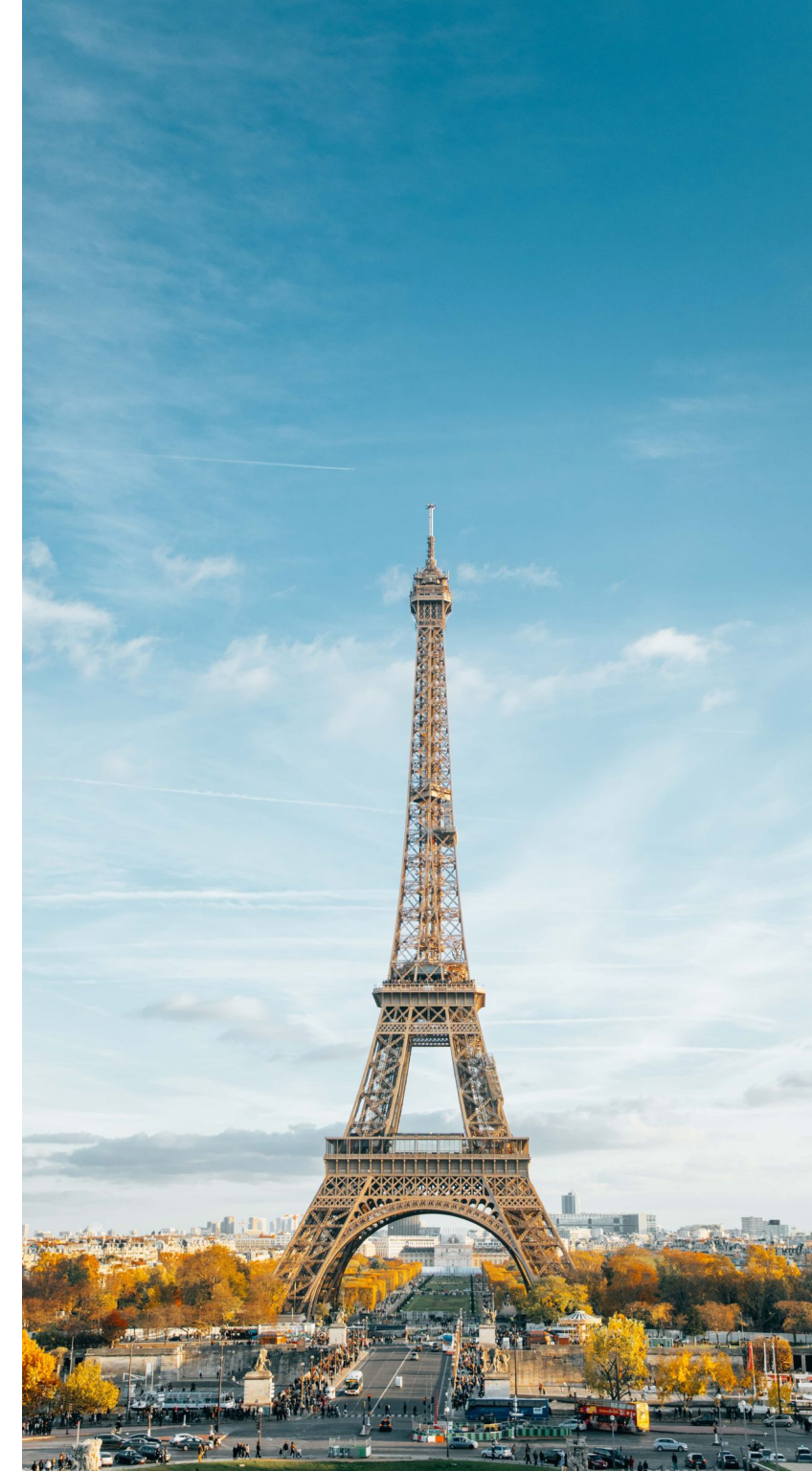
Retrieve email addresses of customers who booked via OTAs (Booking.com).

Solution

- Automation of pre-stay and pre check-in mailings
- Check-in on tablet
- Incentive on the collection of emails for the reception teams

Results

Through automated communication before, during and after the stay, the hotel has gone from 20% recovery of customer email addresses to 60%.



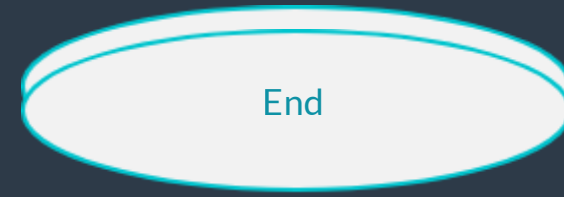
Results



60% recovery of email addresses vs. 20% previously



659 verified customer email addresses recovered in 6 months



Thank you !

Any question ?

Do not hesitate to contact us if you need more information!

EXPERIENCE



Demo request

www.experience-crm.fr/demo



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CONTACT
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