

CASE STUDY

FOURVIÈRE HOTEL LYON

Transforming the pre-stay into a growth lever thanks to digital upselling



CHALLENGES & SOLUTIONS

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Optimise additional sales
Include a list of services in pre-stay communications
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Offer a variety of services in the same place, at the right time and to the right customer
Using the segmentation power of the CRM
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Ensure a smooth and personalised experience
Use data to personalise messages
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Do not increase the workload of the front office
Automatically return services charges to the PMS

The Fourvière Hôtel Lyon**** unveils a place steeped in history where the **charm of the past** meets **contemporary elegance**. A former 19th-century convent, the hotel offers **unique services**, **75 distinctive rooms**, a **bistronomic restaurant**, **seminar rooms**, secure **parking**, a **wellness area**, and **personalised attention**. In this exceptional surroundings, the implementation of **customer relations campaigns** and **digital upsell strategy** are a major lever for highlighting each experience, strengthening **loyalty**, and **enhancing each guest's stay**.

RESULTS

- 2681** services reserved in 2024
- 83%** of completed forms resulted in service booking
- 150H** operational gains in reception through the automation of sendings and invoicing services management
- +45%** turnover generated compared to the 1st year



Julien Schruoffeneger, Director *"This digital upsell strategy help us to enhance the customer experience. In addition, the investment in CRM was quickly covered by the revenue generated."*