

**Customer
Journey**

**Email
Marketing**



E-reputation

Database

Our Founders



Pierre Volckman

Chairman and CEO



Clément Landès

Product Manager



Aude Bachelot

Director of Operations



Our history

For 13 years, the Experience co-founders have been helping hoteliers in their quest to book direct and lower commissions. They spent their days alongside hotel managers and owners and worked diligently on their marketing strategy.

After many years in the field, one thing became clear: there was no comprehensive tool to effectively manage the customer journey from booking to retention.

Many disparate tools existed on the hotel market, but no single solution could claim to be complete and provide uniform results. So we had to create one.

Some results

Results per establishment calculated on all of our 1300 clients in 2022 :

Pre-stay e-mails :

2,087 automatically sent

139 additional products or services realized

12 000€ of turnover in upsell generated

374 customer email addresses recovered

In stay e-mails

1,478 automatically sent

164 bad reviews avoided

Post-stay e-mails

1,713 post-stay emails automatically sent

869 reviews collected on various platforms (TripAdvisor, Google, etc.)

E-mail marketing

41,975 automatically sent

46 bookings generated

35 500 € of turnover

TIMELINE

2005

The Encounter

The Experience founders met and worked at the same company for a few years.

2013

PROGRESS 9

The idea of helping hoteliers is there, and Progress 9 is born to bring them digital solutions (websites, applications, etc.).



2015

BETA Experience Version

It all started with a satisfaction survey. The idea of following the customer before, during and after his stay was born, the CRM followed.

2016

1st goal reached

Experience reaches its first 300 customers, the 1st goal of a long series to come :)

2023

1 300 clients

Today, Experience helps more than 1,500 hotels communicate with their guests and build loyalty.





The first all-in-one automated hotel marketing and customer relationship management solution, Experience allows you to get the most out of each customer

- Automated management and segmentation of your customer database
- Centralization of data
- Automated pre-stay, in-stay and post-stay communication
- Improvement of customer satisfaction
- Management of your E-reputation
- Increase direct bookings and decrease OTA commissions
- Increase TRevPAR and upsells
- Cross-selling and up-selling
- Automate tasks and save operational time

On average, Experience generates:

- €8,492 in sales per month
- + 250% of additional reviews
- 247K customer emails collected
- 51,000 additional sales



Plus de
1300
hôtels équipés

Présent dans
47
pays



Envoyant
4 millions
de mails par mois



Généralant
40 000
réservations chaque année



Clients satisfait à
98%
par notre CRM

SUMMARY



Database

A cleaned, standardized and segment-ready customer database



Customer Experience

From their first reservation to their loyalty, accompany your customers at every stage



E-reputation

Follow your reviews and the evolution of your ranking on different online platforms to anticipate your future e-reputation



Email Marketing

Personalize your emailing campaigns according to the profiles of your customers, automatically maintain contact with them



Hotel Group

Centralize your customer relationship management across all your hotels

Data base



Mrs Jane Smith
jane@gmail.com



HISTORY



janesmith
Network 756



Business traveller



JaneSmith1
511 followers 21 186



JaneSmith1
Follower 17 498

IN STAY SURVEY

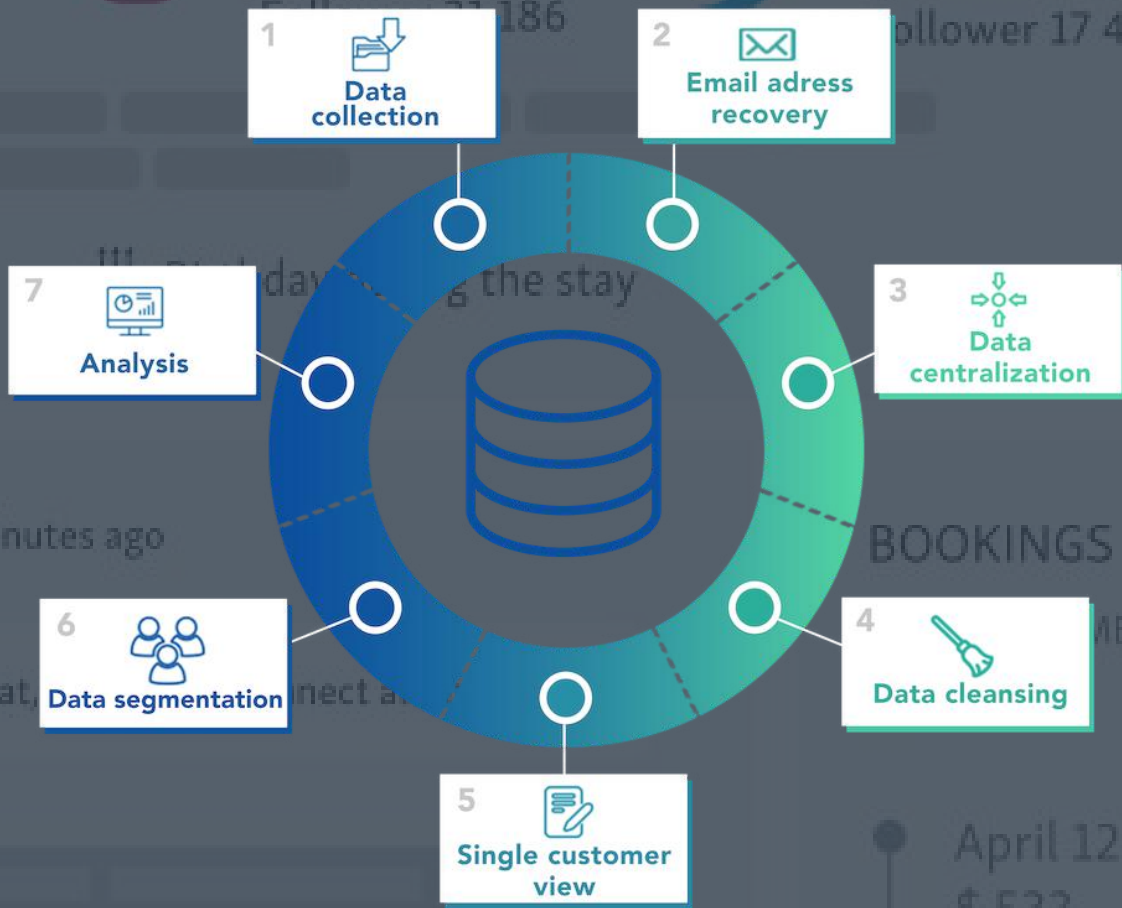
8 minutes ago



Room is great,

Dear Mrs Smith,

We are sorry for the inconvenience, we will do the necessary to upgrade you



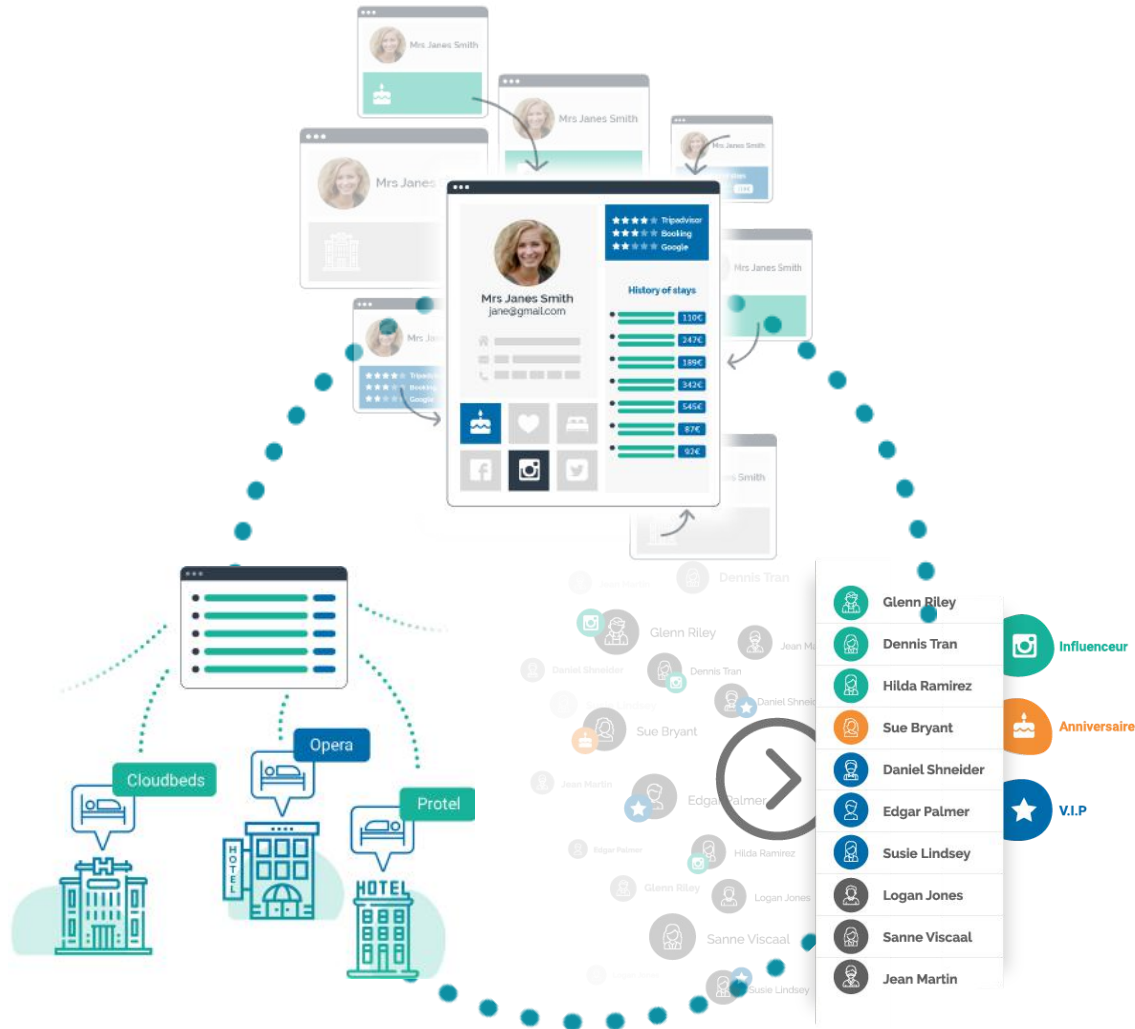
BOOKINGS

ME

April 12
\$ 533

March 16
\$ 746

Data base



1

Get a clean and usable database

Connection to PMS and channel manager to extract data, clean it, unify it and deduplicate customer profiles.

2

Retrieve email addresses from OTA customers

Set up automations to retrieve the email addresses of all your customers, even those who booked via OTAs.

3

Segment your customer base to personalize exchanges

Segmentation of your customers according to their stay history, consumption habits and information collected before, during and after their stay.



Rechercher

CONDITION RELATIVE AU SÉJOUR

- Date de réservation
- Date d'arrivée
- Date de départ
- Présent au moins un jour
- Présent tel jour de la semaine
- Lead time
- Durée du séjour
- Catégorie de chambre
- Numéro de chambre

Sélectionnez un critère

SEGMENTATION

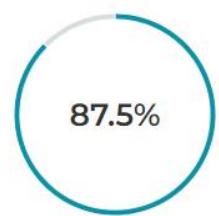
Create lists and segment your customer database according to their consumption habits, their stay history and all the information collected in pre-stay, in-stay and post-stay.

COLLECTION OF EMAILS

Take advantage of each exchange with your customer to recover his email address. Take back control of your customer relationship, even if he booked via an OTA.

E-mails renseignés

7 utilisables sur un total de 8 profils clients



Etats de renseignements des e-mails

Profils avec e-mail renseigné	87.5 %
Profils avec e-mail utilisable	87.5 %
Profils avec e-mails Agences & OTA	0 %
Désinscrits	0 %

Interaction avec votre base client

Clients contactés avec Marketing ou Relation client

depuis 30 jours	0 %
depuis 3 mois	0 %
depuis 6 mois	0 %
depuis 1 an	0 %
depuis 2 ans	12.5 %
depuis 3 ans	12.5 %
unknown	75 %

Téléphones mobiles renseignés

0 sur 8 profils clients



Langues renseignées

7 sur 8 profils clients



Pays renseignés

7 sur 8 profils clients

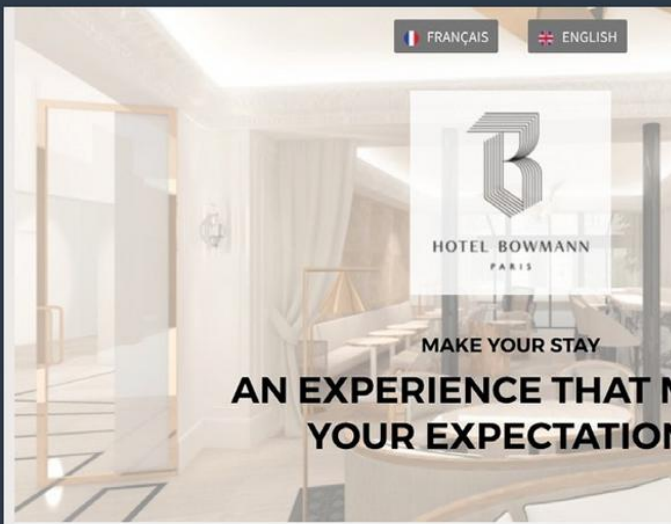


YOUR RESERVATION

ARRIVAL
07 JAN 2015

DEPARTURE
14 JAN 2015

REFERENCE
1



PREPARING FOR YOUR ARRIVAL AT THE HOTEL

Dear Mr. Demo,

We thank you for having chosen Hôtel Bowmann Paris and are delighted to be welcoming you in 7 days.

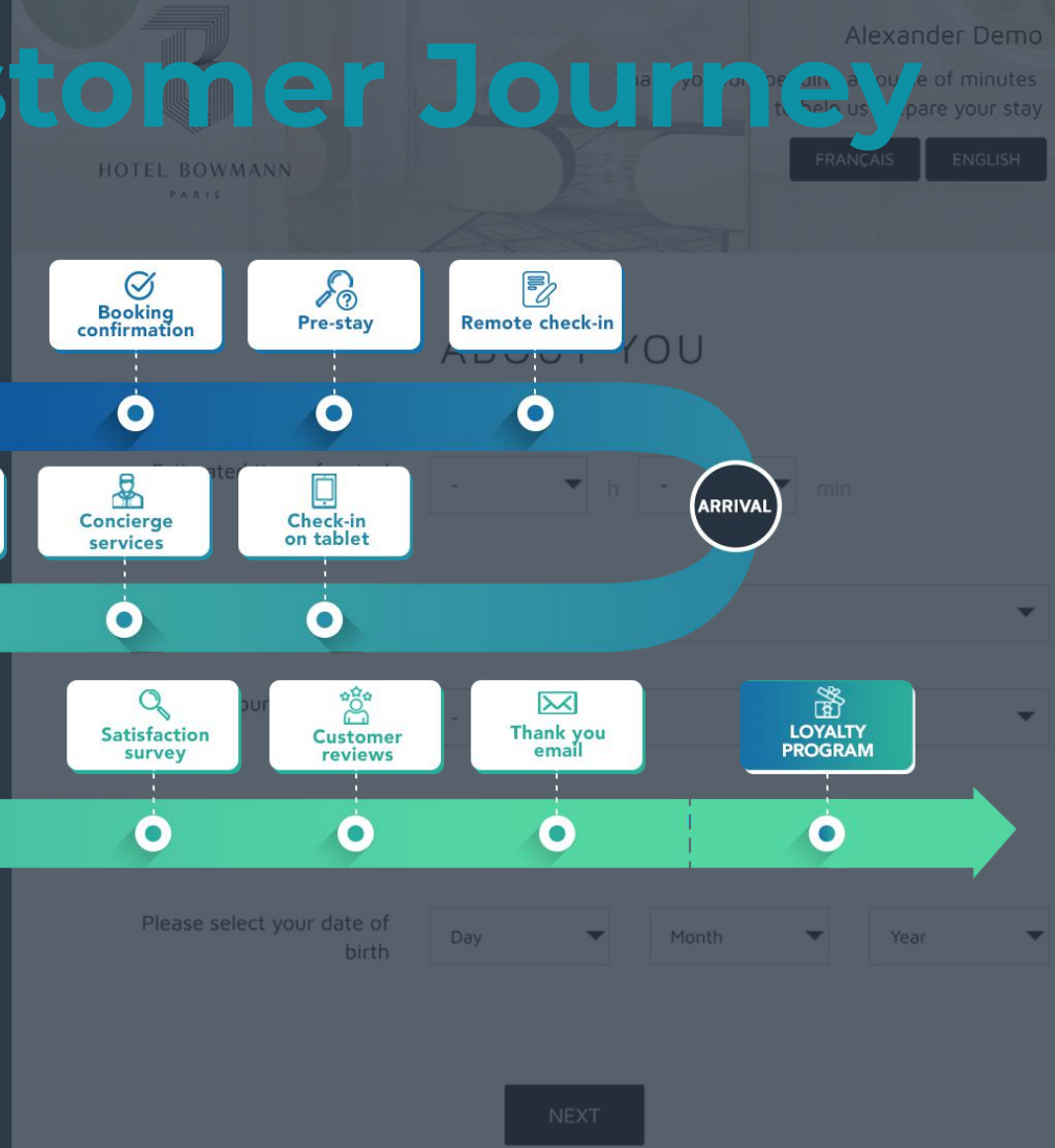
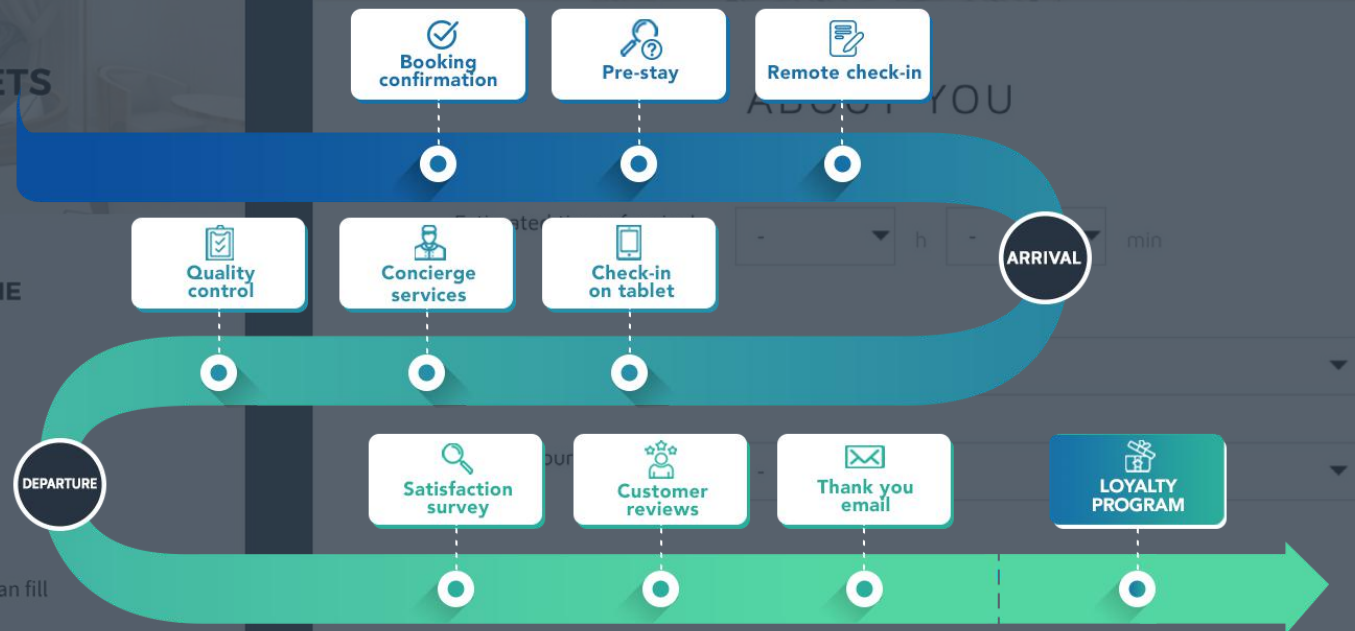
In order to ensure your stay with us lives up to your expectations, I have prepared a small survey that you can fill out by clicking here:

COMPLETE THE SURVEY
🕒 1-4 MINUTES

You can also use the following link if the button above is not visible:
<https://guest.experience-hotel.com/en/hotel-bowmann-paris/dawn20q6sbn7>

We look forward to reading your comments,
See you very soon,

Customer Journey



CUSTOMER EXPERIENCE

Accompany your customer at each step of his journey

BEFORE THE STAY

Booking confirmation - Pre-stay email -
Upselling - Pre-check-in...



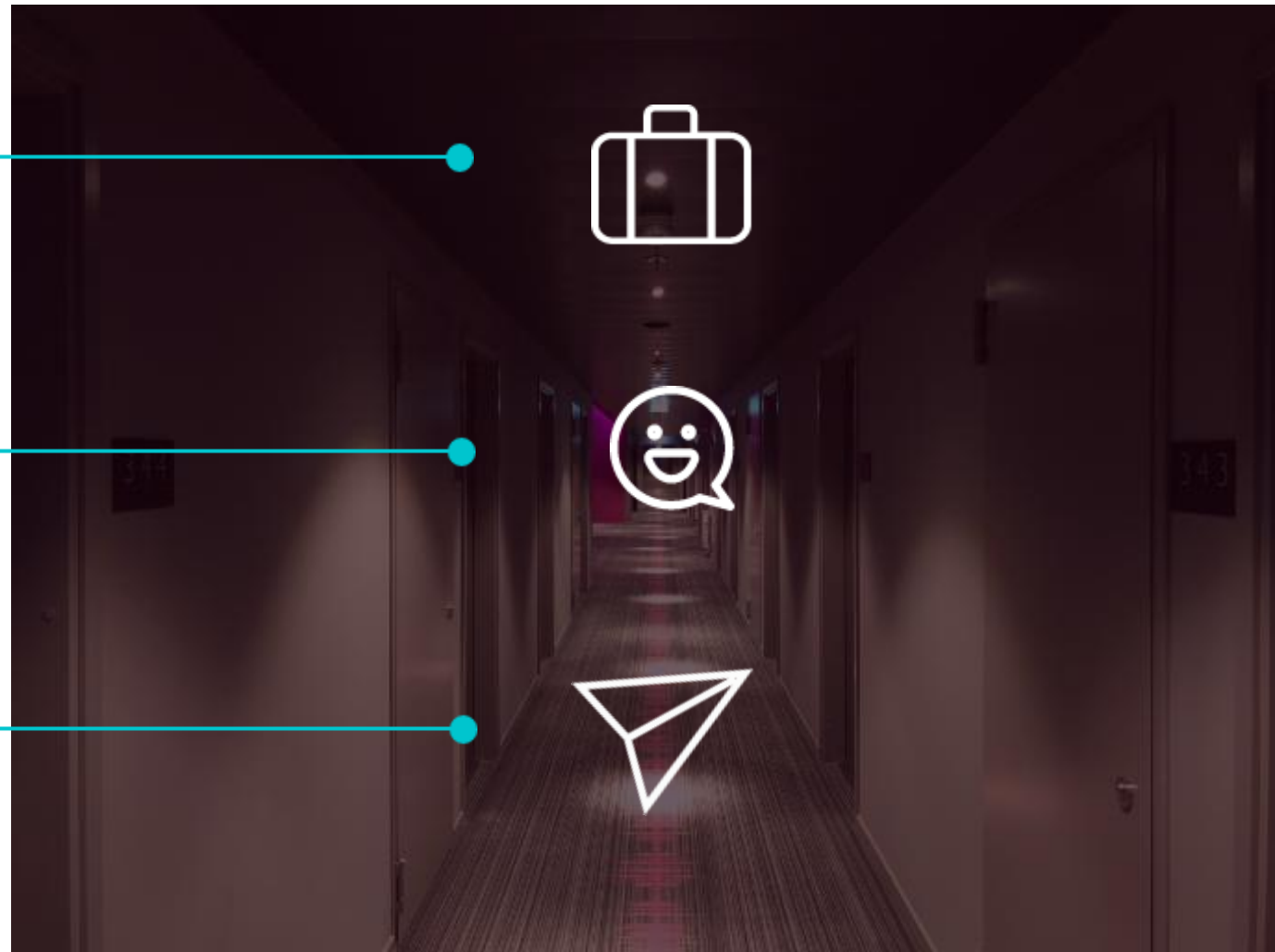
DURING THE STAY

Check-in on tablet - Concierge service -
Quality control...


















AFTER THE STAY

Satisfaction survey and analysis -
Encouragement to leave a review -
Loyalty program



Cher visiteur
Bienvenue sur votre espace séjour

 L'HÔTEL →	 RESTAURATION →	 ROOM DIRECTORY →
 PRESSE / JOURNAUX / LIVRES →	 ACCÈS / TRANSPORTS →	 PLAGE PRIVÉE →
 À VISITER NICE →	 ACTIVITÉS →	 MUSÉES →
 ÉVÉNEMENTS →	 À VISITER CÔTE D'AZUR →	 AUTOUR DE MOI →
 COVID-19 →	 RÉSEAUX SOCIAUX →	 SUMMER HOTELS →

LE MARCEL

You're almost here!

MAKE YOUR STAY MEMORABLE

Don't forget:

WE WANT TO MEET YOU FOR REAL

7 - 14

WE WANT TO MEET YOU FOR REAL

11, AV. G. DE LAURENTI, 06100 NICE, FRANCE

02 93 26 10 10

Château de Sacy

La Champagne par millésime

Français English

Cher Monsieur Demu,

Votre maison, le Château de Sacy, vous accueille le temps d'une parenthèse Millésimée au cœur des vignes Champenoises, et son équipe est impatiente de vous recevoir.

Pour rendre votre séjour unique et inoubliable, nous aimerions vous connaître davantage. Aussi, afin de préparer cette bulle qui se veut hors du temps, nous vous invitons à remplir le questionnaire ci-dessous ou choisir d'être contacté(e) par notre conciergerie.

Préparer mon séjour Être contacté(e) par la conciergerie

Commencez dès à présent à rêver et suivez-nous sur nos réseaux

f @

Dans l'attente de vous accueillir à Sacy,

Estelle Bichon

Maître de Maison
+33 (0)3 26 07 60 38
contact@chateausacsy-reims.fr

STAYS HOTEL LIFESTYLE

ATTENDEZ VOTRE CONFIRMATION

FRANÇAIS ENGLISH

VOTRE RÉSERVATION EST CONFIRMÉE !

RÉFÉRENCE

VOTRE RÉSERVATION

LE BONHEUR DE VOUS, QUI COMBLENTE PLUS
MÊME AU CAS OÙ EN VOUS FAIT UN PETIT RAPPEL !

ARRIVÉE	DÉPART
? JANVIER 2019	14 JANVIER 2019

BON À SAVOIR

JUSTE C'EST TOUT NOUVEAU, TOUT BEAU.
PREMIÈRE JEUNE POUSSÉ À ÊTRE SORTIE DE TERRE DANS CE NOUVEAU QUARTIER SOMMAIRE, NOS
VERGES SONT ENCORE EN CONSTRUCTION, MAIS PAS DE PANIQUE, ON VOUS GARANTIT AUBRA À VOUS

PLAN

ACCÈS

TRAMP

SAISON C - ARRÊT GARE SAINT-JEAN + 5 MIN
SAISON D - ARRÊT GARE SAINT-JEAN + 5 MIN

BUS

SAISON B - ARRÊT RUE DE BELLE + 5 MIN
SAISON H - ARRÊT BELLEVILLE / BÉNAUDIN
SAISON I - ARRÊT BELLEVILLE / BÉNAUDIN
SAISON J - ARRÊT BELLEVILLE / BÉNAUDIN

PARKING

SAISON - GARE SAINT-JEAN / BELLEVILLE + 5 MIN

MIND ALARMER SEING POUR VOTRE RÉSERVATION, SELON NOS CONDITIONS GÉNÉRALES DE VENTE.
POUR TOUTES RÉSERVATIONS, LAISSEZ-NOUS UN MESSAGE EN PRÉ-ALERTATION DU MONTANT DE LA BULLE VOT
APPRECIÉE, MARQUE DE VOTRE COMPRÉHENSION.

STAYS HOTEL LIFESTYLE

VOUS AVEZ APPRÉCIÉ VOTRE SÉJOUR ?
RECOMMANDEZ-NOUS À VOS PROCHES !

Cher Monsieur Demu,

Tout va bien ! Votre séjour chez nous était parfait. Merci de nous avoir fait découvrir votre établissement et de nous avoir fait découvrir votre ville. Merci de nous avoir fait découvrir votre ville. Merci de nous avoir fait découvrir votre ville.

Il nous est agréable de vous accueillir, nous espérons vous revoir très prochainement. Si vous souhaitez nous contacter, nous sommes à votre disposition. Merci de nous avoir fait découvrir votre ville. Merci de nous avoir fait découvrir votre ville.

02 93 26 10 10

11, AV. G. DE LAURENTI, 06100 NICE, FRANCE

STAYS HOTEL LIFESTYLE

MEMBER



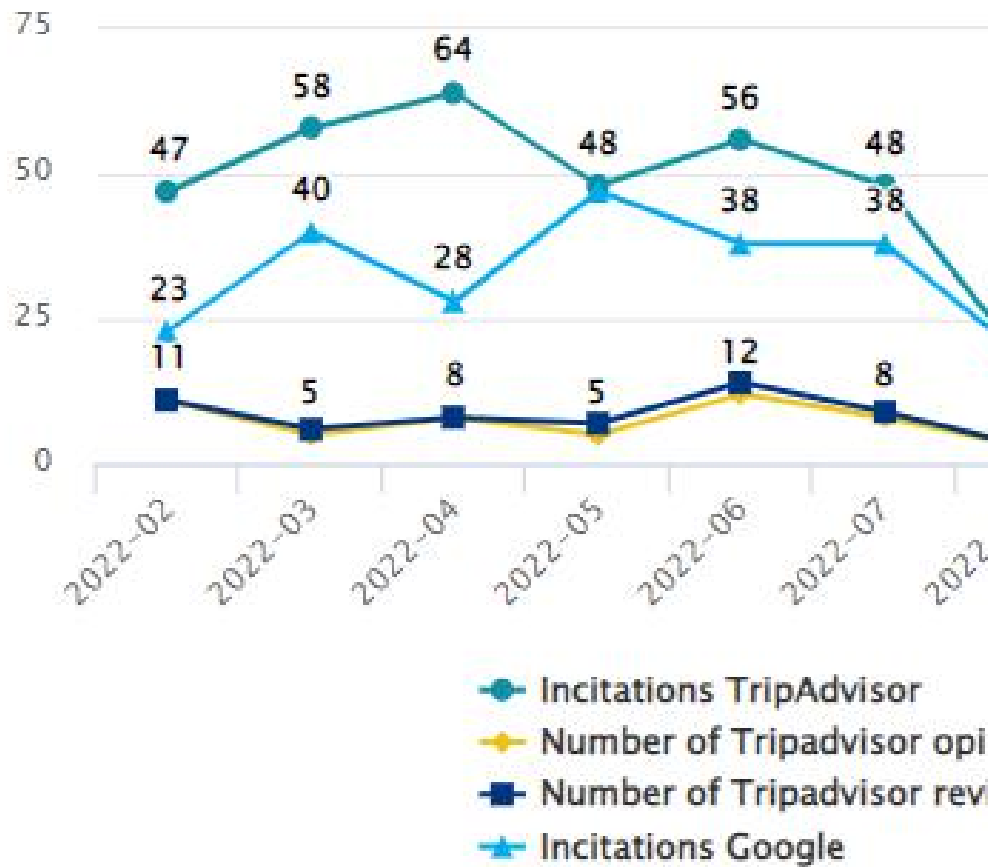
PERIOD

FEB 1, 2022 → FEB 3, 2023



E-Reputation

Distribution of sendings



Monitoring your reputation

Centralization & management of reviews

Semantic analysis of comments

Anticipating your future e-reputation

Totals for

551

Incitations

76

Number of

88

Number

376

Incitations



E-Reputation

- Centralized Dashboard
- Evolution of your e-reputation
- Reviews management
- Semantic analysis



Centralization

Your entire e-reputation in one place, at a glance.



Progress

Analyze on a single screen the evolution of your e-reputation, your averages and the opinions collected on the various online opinion platforms.



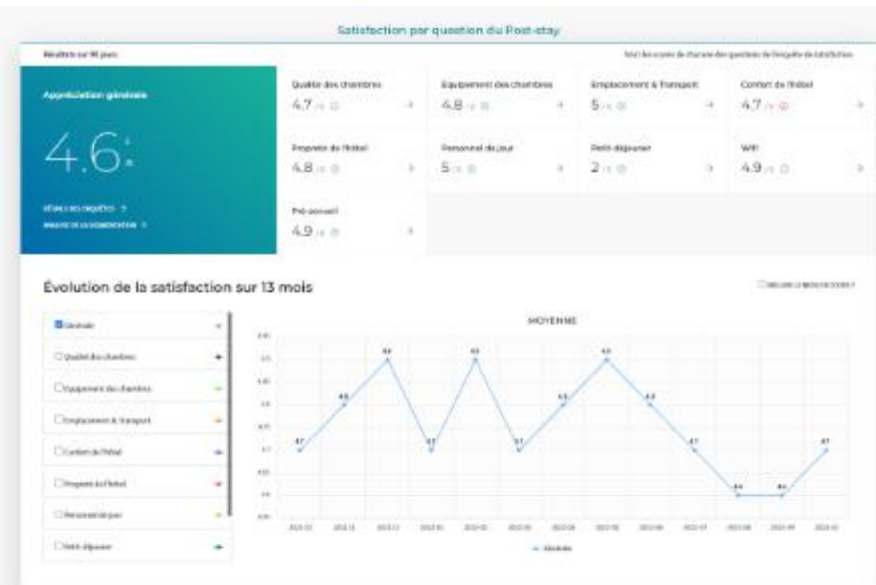
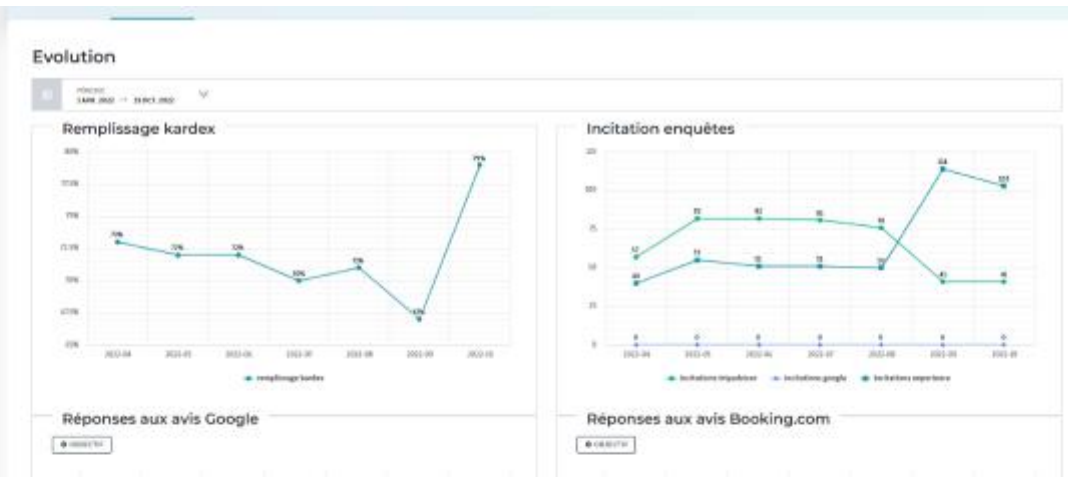
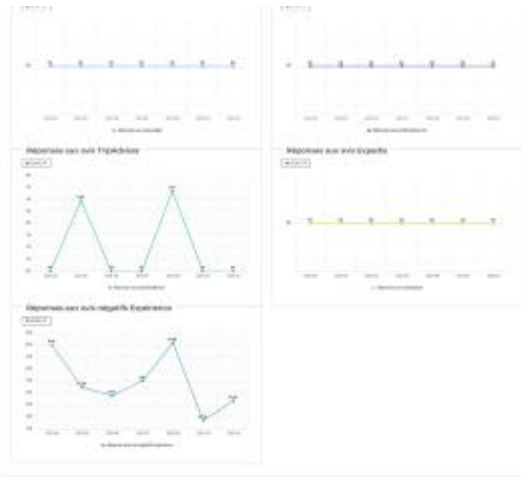
Management

Manage responses to your comments, across all platforms, in one place.



Analyse

Take advantage of a semantic analysis of your reviews, so that you can identify in a few seconds the subjects at risk, and thus improve them.



Etat actuel de l'e-reputation

Note TripAdvisor

- 4.4 / 5

Stable

655 Avis

Position TripAdvisor

- 57 / 1004

+ 14 y a 2 jours

Note Booking.com

- 9 / 10

+ 0.1 y a 10 jours

155 Avis

Note Expedia

+ 4.1 / 5

Stable

547 Avis

Note Google

CONFIGURER

* La note affichée est la moyenne calculée fournie par Google, elle peut différer légèrement de la note affichée sur votre page Google.



Email Marketing



AN EXPERIENCE
YOUR BEST

PREPARING FOR

Dear Mr. Demo,

My name is Raul Andrad
Manager of the Hôtel M,
delighted to be welcom

In order to ensure your
expectations, I have pre
out by clicking here:

I look forward to readin

See you very soon,



Your special summer

Dear Mr. Demo,

The summer holidays are
decided to come and enjo

If this is indeed the case, b
happy to again welcome y

We would like to remind y
can use our promotional c

- An additional discount
- Free cancellation

To use this code, simply d
www.beaugrenelleparis.com
your booking.

TO BOOK YOUR

We look forward to seeing

Jean-Pierre Colliot
Director

Hôtel Beaugrenelle Sain
www.beaugrenelleparis.com
satisfactionclients@beaugrenelleparis.com



Dear Mr. Demo,

Prepare now at the best price a
of Paris. A perfect time to relax and stroll around the city at night.

My team and I would be delighted to welcome you to our hotel for the
summer holidays.

BOOK YOUR STAY

Visit our website to get the best available rate www.hotelbeauchamos.com.

See you soon,

Catherine Marais
Hotel manager




Automated
campaigns


Mailing list
creation


One-time
campaigns


Analysis



our arrival
yond

A summer in Paris

ily, you have chosen Maison Albar

place, with a warm and luxurious

second home.

NIGHT AT
REMPARTS -
ING FOR
WEEN

ts - Fribourg wishes you a happy

n use our promotional code

on all rates of our website!

pler. Visit our website
or it when making your booking.

OUR HOTEL, CLICK HERE

Fribourg

Your stay

14 JAN 2023

24, rue de Posthieu 75008 Paris

+33 1 53 89 58 58

EMAIL MARKETING

Personalized and automatic campaigns

Creation of mailing lists



General segments, related to your customer, to his stay history or to his activity

Automation



More than 50 pre-built scenarios are at your disposal, in the colors of your hotel

One-time shipments



A creation tool accessible to all, to build your next campaign in a few clicks

Analysis of the results



Thanks to our tracking system, reservations from your campaigns are correctly identified



AN EXPERIENCE YOU WILL NOT FORGET

PREPARING YOUR STAY

Dear Mr. Demo,
My name is Raul A. Manager of the Hôtel Beaugrenelle Paris. I am delighted to be working with you.
In order to ensure your expectations, I have prepared a special offer for you. You can find it out by clicking here.
I look forward to seeing you soon.
See you very soon!



Hôtel
BEAUGRENELLE
TOUR EIFFEL

FRANCE

Your special summer

Dear Mr. Demo,

The summer holidays are fast approaching and we have decided to come and enjoy Paris with you.

If this is indeed the case, both of us are happy to again welcome you here.

We would like to remind you that you can use our promotional code:

- An additional discount on your stay
- Free cancellation

To use this code, simply do the following: www.beaugrenelleparis.com at the time of your booking.

TO BOOK YOUR STAY

We look forward to seeing you soon!

Hôtel Beaugrenelle Saint-Charles
www.beaugrenelleparis.com
satisfactionclients@beaugrenelleparis.com

Stop receiving our emails

MARIGNAN
CHAMPS-ÉLYSÉES

HAVE AN UNFORGETTABLE TIME FOR THE VALENTINE'S DAY

DISCOVER OUR PROGRAM

Chic & gourmet 3-course menu

DUBLIN BAY PRAWNS
Dublin bay prawn ravioli, slightly spicy aphrodisiac stock, ginger, coriander & citronella

TURBOT
Filet of turbot with white leeks, champagne emulsion

LAMB
Leg of lamb slowly cooked, seasonal vegetables

BISOU-BISOU

Price: 150€ per person, excluding drinks.

Book now

CELEBRATE LOVE

Enjoy an unforgettable moment with the love of your life at the hotel Marignan Champs-Élysées. Customized packages are available. (bottles of champagne, red roses, massages...)

CARLTON
HOTEL MYTHIQUE

ENGLISH

Valentine's day!

offer you an exceptional offer for your stay.

In February, select the Valentine's Day 2020 package on our website, and benefit from:

- Chilling champagne
- Spa treatment on your bed
- Romantic surprises...

Book now at Carlton Hotel!

BOOK HERE

Pinterest icon, YouTube icon

STAY AT PARTS - FOR MEN

offer you a happy Valentine's Day!

Book now at Parts - for men!

CLICK HERE

Paris 17ème arrondissement
1700 Fribourg

+41 26 347 56 56

Paris-et-patrimoine.ch



AN EXPERIENCE
YOUR EYES

PREPARING FOR

Dear Mr. Demo,

My name is Raul Andrad
Manager of the Hôtel M,
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In order to ensure your
expectations, I have pre
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I look forward to readin

See you very soon,



Hôtel
BEAUGRENNELLE
TOUR

Your special
summer

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your booking.

TO BOOK YOUR

We look forward to seeing

Jean-Pierre Colliot
Director

Hôtel Beaugrenelle Sain
www.beaugrenelleparis.com
satisfactionclients@beaugrenelleparis.com



Dear Mr. Demo,

Prepare now at the best price and in all serenity your holidays under the s
of Paris. A perfect time to relax and stroll around the City of Light!

My team and I would be delighted to welcome you to our hotel for the
summer holidays.

Visit our website to get the best available rate www.hotelbeauchamps.com.

See you soon,

Catherine Marais
Hotel manager



FRANCAIS ENGLISH

Hotel Group



A summer in Paris

BOOK YOUR STAY

24, rue de Posthieu 75008 Paris
+33 1 53 89 58 58

Our arrival



you chosen Saison Albar

place with a warm and lux

second Home.

we invite you to personalize
options.

or your stay

Your stay

14 JUN 2023



ENGLISH

NIGHT AT REMPARTS - FR FOR WEEK

ts - Fribourg wishes you a happy

in use our promotional code

on all rates of our website!

pler. Visit our website
or it when making your booking.

OUR HOTEL, CLICK HERE

Fribourg



Centralized View

Take advantage of Dashboards with group views and detailed lines by establishment:



KPIs

Manage the e-reputation of all your establishments from a single solution



Email acquisition

Retrieve the email addresses of all your customers



Email et formulaire

Manage the e-reputation of all your establishments from a single solution



Customer Satisfaction

Analyze the journey of all your customers on the same platform



E-reputation

Schedule mailings using the mailing lists of all your locations

KPIs

Get a centralized view of your KPIs

KPI ACQUISITION D'EMAIL E-MAILS ET FORMULAIRES SATISFACTION E-REPUTATION RAPPORTS PDF

Activité CRM



PÉRIODE
12 MOIS



EXPORT

STRUCTURE ^ v	PROFILS AVEC E-MAIL UTILISABLE ^ v	TAUX DE SATISFACTION CLIENT ^ v	NOMBRE D'ENVOI MARKETING ^ v	CHIFFRE D'AFFAIRE MARKETING
Welfi Hospitality Management	-	-	0	
Général Hotel	76 % (6 359 / 8 340)	93,90 %	4 937	23 883,38 EUR
Hôtel Le Grand Balcon	60 % (7 594 / 12 555)	88,80 %	0	0,00 EUR
Hôtel Le Milie Rose	84 % (6 368 / 7 543)	93,80 %	2 457	5 000,02 EUR
Hôtel Le Parisis	77 % (6 925 / 9 040)	90,20 %	9 216	15 955,41 EUR
Hôtel Le Quartier Bercy Square	67 % (8 126 / 12 185)	86,60 %	5 076	3 528,04 €
Hôtel Prélude Opéra	68 % (7 574 / 11 102)	88,50 %	0	0,00 EUR
Hôtel Touraine Opéra	78 % (5 930 / 7 591)	91,10 %	0	0,00 EUR
Hôtel Yllen Eiffel	60 % (4 443 / 7 432)	91,70 %	670	0,00 EUR
L'IMPRIMERIE Hôtel	48 % (6 542 / 13 517)	93,30 %	0	0,00 EUR



Usable email addresses

Per establishment and for the group



Number of sendings

Per establishment and for the group



Turnover

Per establishment and for the group

Email acquisition

Get a centralized view of your KPIs



Emails present vs. missing

% of emails in the database



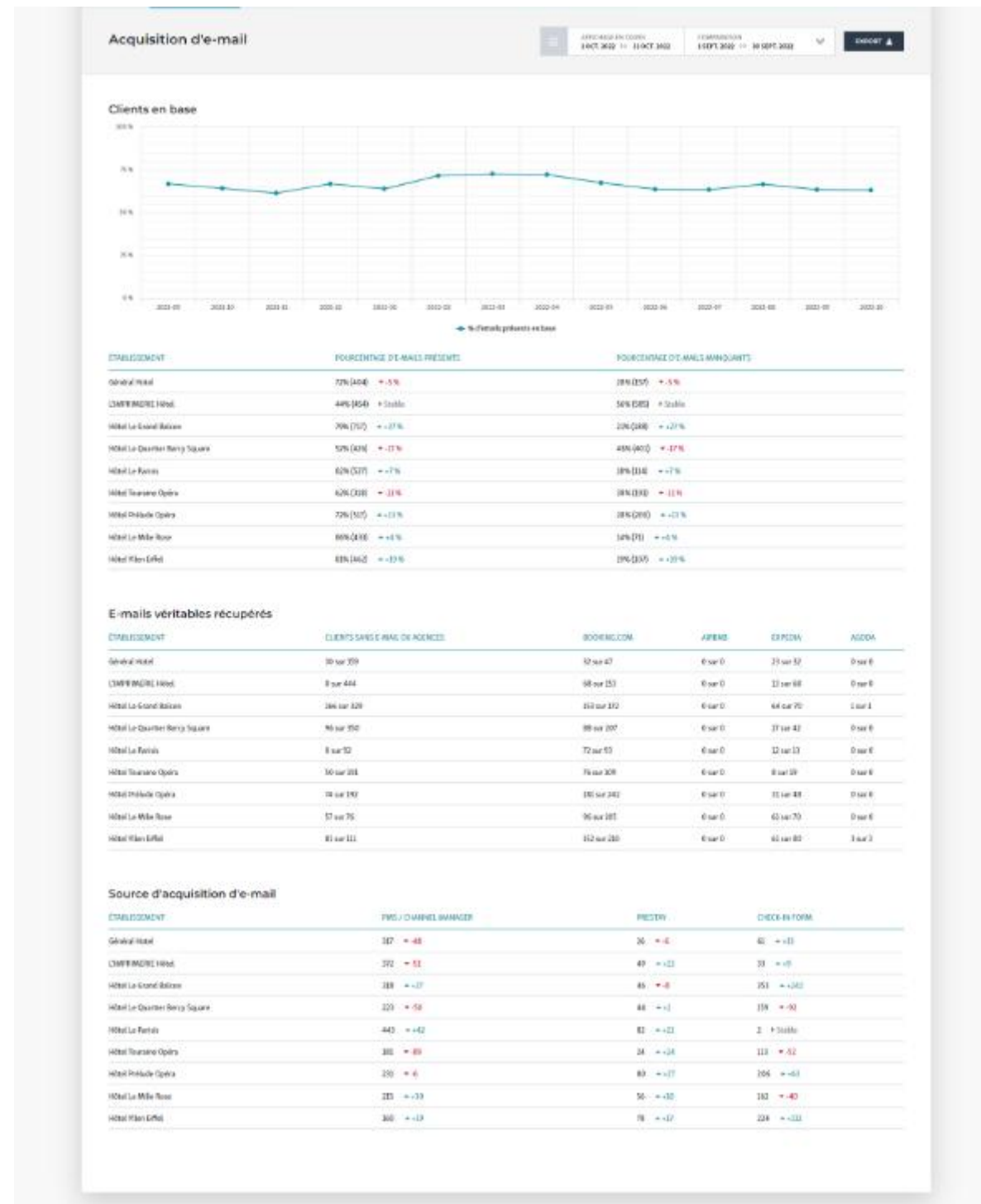
Real recovered emails

Clients without emails, with OTA emails...



Source of acquisition

Pms, channel manager, prestay, check in...



Emails & Forms

All mailings from the different establishments, at a glance

E-mails et formulaires						
PERIODE: 15/07/2022 - 15/07/2022						
Pre-stay						
ETABLISSEMENT	E-MAILS ENVOYES	ENVOYES	E-MAILS RECUS	FORMULAIRE REMPLI	SERVICES COMMANDES	% DECLARÉES CONTACTÉES
General Hotel	208 +10	0 +0	0 +0	105 +11	220€ +134€	49% +10%
COMPREHENSIVE HOTEL	101 +10	0 +0	0 +0	84 +10	120€ +15€	52% +10%
Hotel Le Grand Balcon	378 +10	2 +1	384 +111	101 +10	499€ +294€	42% +10%
Hotel Le Quarter Berry Square	260 +10	0 +0	260 +81	85 +10	120€ +25€	52% +10%
Hotel Le Paris	111 +10	0 +0	88 +11	105 +10	103€ +111€	49% +10%
Hotel Touraine Opéra	257 +10	0 +0	134 +10	54 +10	489€ +110€	50% +10%
Hotel Melba Opéra	104 +10	0 +0	106 +10	142 +10	479€ +100€	52% +10%
Hotel Le Milla Rose	105 +10	0 +0	104 +10	128 +10	103€ +10€	49% +10%
Hotel Yvan Eiffel	108 +10	1 +0	107 +110	101 +10	100€ +100€	52% +10%
In-stay						
ETABLISSEMENT	E-MAILS ENVOYES	ENQUÊTES RÉPONDUES	CLIENTS SATISFITS	CLIENTS NON S	CLIENTS INSATISFITS	
General Hotel	300 +10	30 +10	20 +10	1 +0	0 +0	
COMPREHENSIVE HOTEL	200 +10	27 +10	20 +10	5 +10	2 +10	
Hotel Le Grand Balcon	300 +10	30 +10	27 +10	1 +0	1 +10	
Hotel Le Quarter Berry Square	150 +10	28 +10	20 +10	1 +0	1 +10	
Hotel Le Paris	250 +10	44 +10	44 +10	0 +0	0 +0	
Hotel Touraine Opéra	150 +10	30 +10	30 +10	0 +0	0 +0	
Hotel Melba Opéra	100 +10	12 +10	20 +10	1 +0	0 +0	
Hotel Le Milla Rose	100 +10	40 +10	40 +10	1 +0	0 +0	
Hotel Yvan Eiffel	100 +10	40 +10	40 +10	2 +0	0 +0	
Post-stay						
ETABLISSEMENT	E-MAILS ENVOYES	ENQUÊTES RÉPONDUES	NOTE MOYENNE			
General Hotel	200 +10	40 +10	9.4 +10%			
COMPREHENSIVE HOTEL	300 +10	40 +10	8.8 +10%			
Hotel Le Grand Balcon	400 +10	60 +10	9.0 +10%			
Hotel Le Quarter Berry Square	240 +10	40 +10	8.4 +10%			
Hotel Le Paris	310 +10	48 +10	9.2 +10%			
Hotel Touraine Opéra	150 +10	24 +10	8.6 +10%			
Hotel Melba Opéra	100 +10	80 +10	9.1 +10%			
Hotel Le Milla Rose	200 +10	40 +10	9.4 +10%			
Hotel Yvan Eiffel	100 +10	40 +10	9.3 +10%			
Redirection du post-stay						
ETABLISSEMENT	TRIPADVISOR	GOOGLE	EXPEDIA			
General Hotel	20 +10	1 +10	10 +10			
COMPREHENSIVE HOTEL	30 +10	7 +10	20 +10			
Hotel Le Grand Balcon	40 +10	0 +0	30 +10			
Hotel Le Quarter Berry Square	28 +10	0 +0	30 +10			
Hotel Le Paris	31 +10	7 +10	20 +10			
Hotel Touraine Opéra	10 +10	4 +10	10 +10			
Hotel Melba Opéra	10 +10	0 +0	30 +10			
Hotel Le Milla Rose	30 +10	7 +10	20 +10			
Hotel Yvan Eiffel	37 +10	0 +0	20 +10			



Pre-stay

Emails sent, retrieved, services ordered, etc.



In-stay

Emails sent, responses to quality controls and results.



Post-stay

Surveys sent, % of responses and average scores.

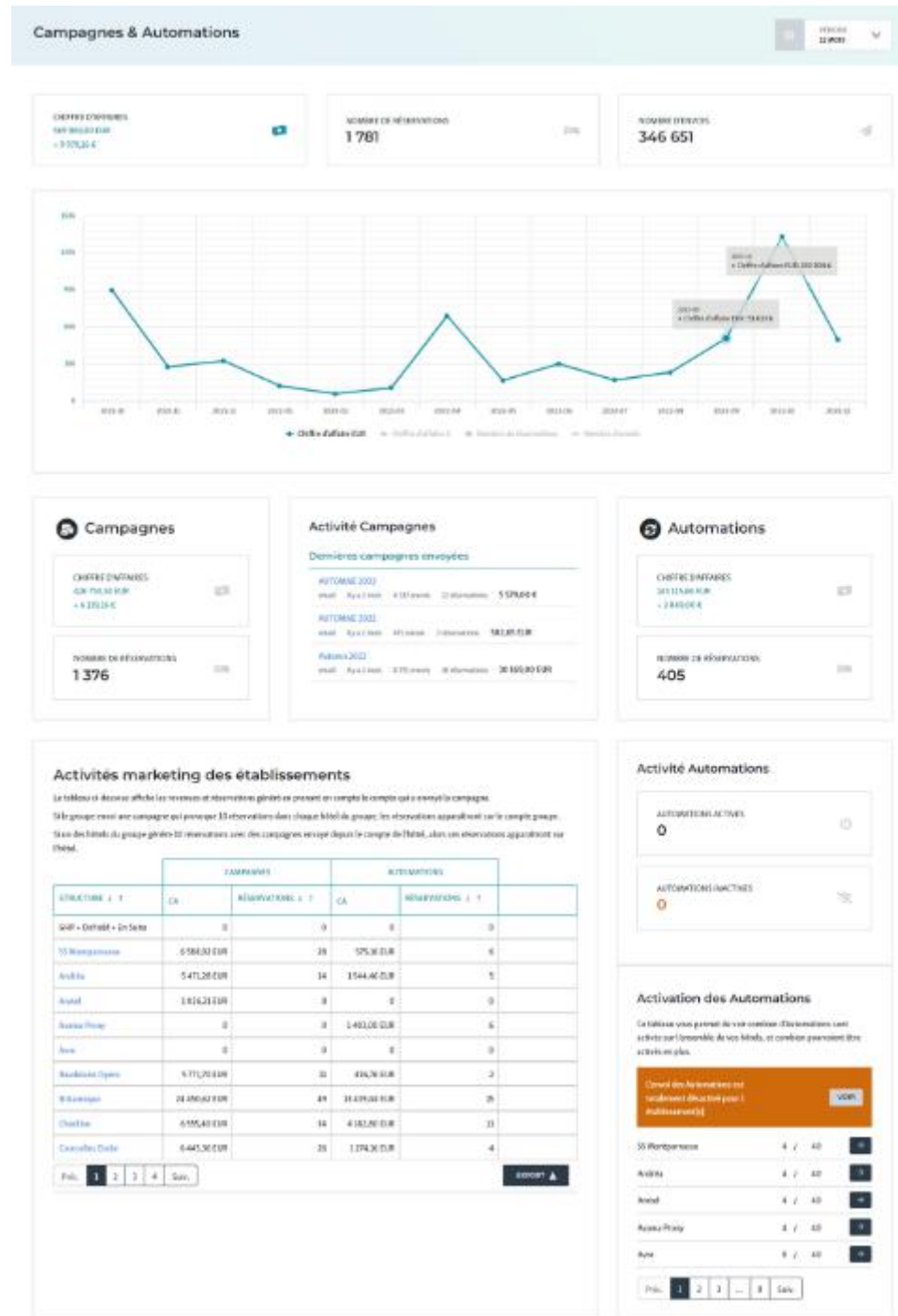


Redirection of reviews

On TripAdvisor, Google, Booking, Expedia...

Marketing Emails

All marketing mailings from different institutions at a glance



Campaigns one/off

Sales and reservations generated per establishment and per specific marketing campaign



Automations

Last campaigns sent, active campaigns, sales and bookings generated per establishment and per automated campaign

Customer Satisfaction

Customer satisfaction at each facility



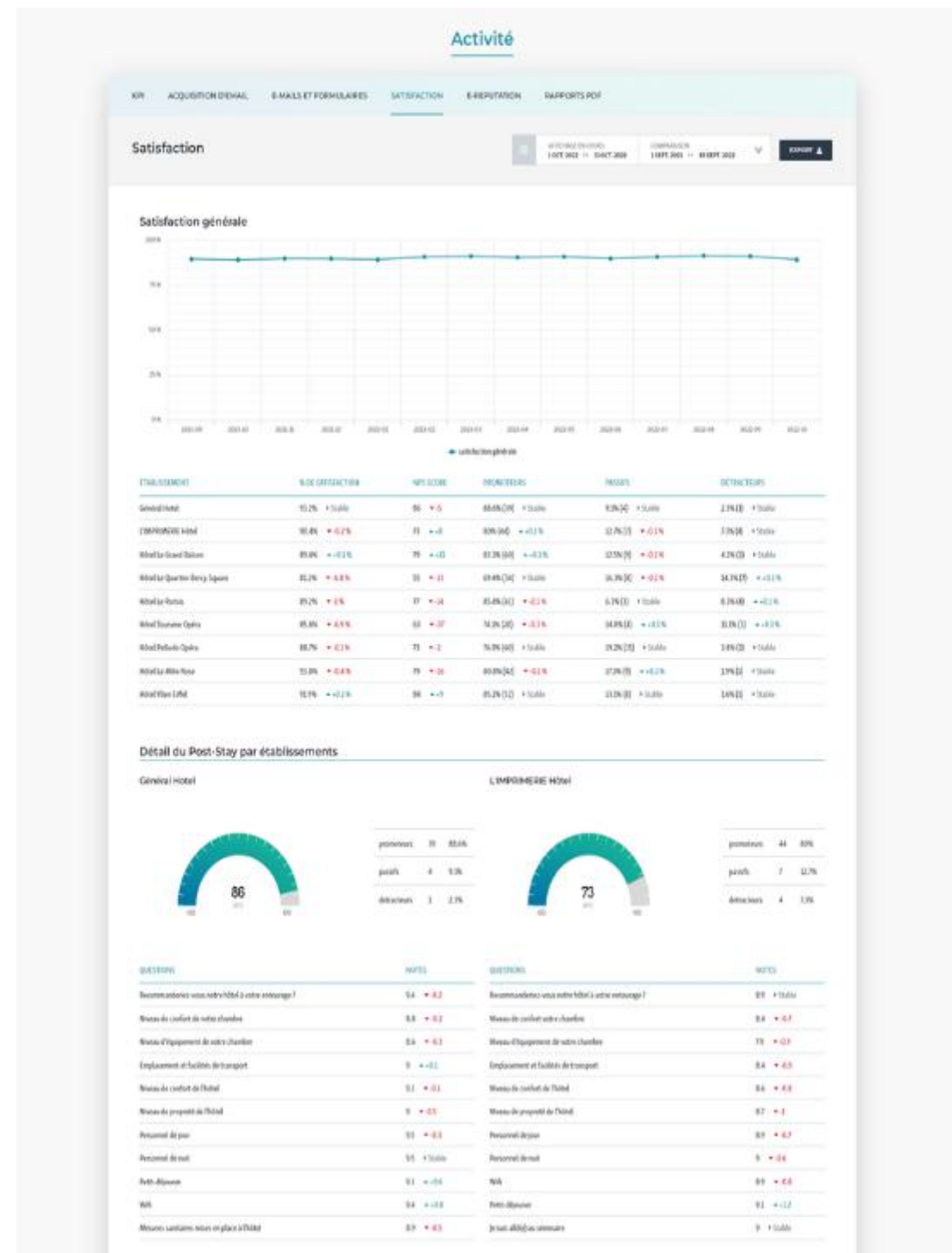
Overall satisfaction

% of satisfaction and NPS score per establishment



Detail by establishment

Questions / answers, promoter rates, passives and detractors.



E-reputation

Average ratings per establishment and per platform (Google, TripAdvisor, Booking...)

E-reputation

AFFICHAGE EN COURS 1 OCT. 2022 ↔ 31 OCT. 2022 COMPARAISON 1 SEPT. 2022 ↔ 30 SEPT. 2022 EXPORT

Google

STRUCTURE	NOTE DU MOIS	NOTE AFFICHÉE	NOMBRE D'AVIS
Général Hotel	5 ↗ +0.2	4.7 ↗ Stable	8 ↗ +2
L'IMPRIMERIE Hôtel	- ↗ Stable	0 ↗ Stable	0 ↗ Stable
Hôtel Le Grand Balcon	5 ↗ +0.2	4.2 ↗ Stable	2 ↘ -3
Hôtel Le Quartier Bercy Square	4.3 ↘ -0.7	4.2 ↗ Stable	16 ↗ +13
Hôtel Le Parisis	4 ↘ -0.8	4.4 ↗ Stable	8 ↗ +3
Hôtel Touraine Opéra	3.7 ↘ -1.2	4.3 ↗ Stable	9 ↘ -2
Hôtel Prélude Opéra	4.5 ↘ -0.3	4.3 ↗ +0.1	8 ↗ +3
Hôtel Le Millie Rose	5 ↗ +0.1	0 ↘ -4.9	21 ↗ +9
Hôtel Yllen Eiffel	4.9 ↘ -0.1	4.3 ↗ Stable	11 ↘ -2

TripAdvisor

STRUCTURE	NOTE DU MOIS	NOTE AFFICHÉE	POSITION	NOMBRE D'AVIS
Général Hotel	4.8 ↗ Stable	4.7 ↗ Stable	26 ↗ +2	11 ↗ +7
L'IMPRIMERIE Hôtel	4.3 ↘ -0.5	4.6 ↗ Stable	1 ↗ Stable	4 ↗ Stable



Rankings
By establishment



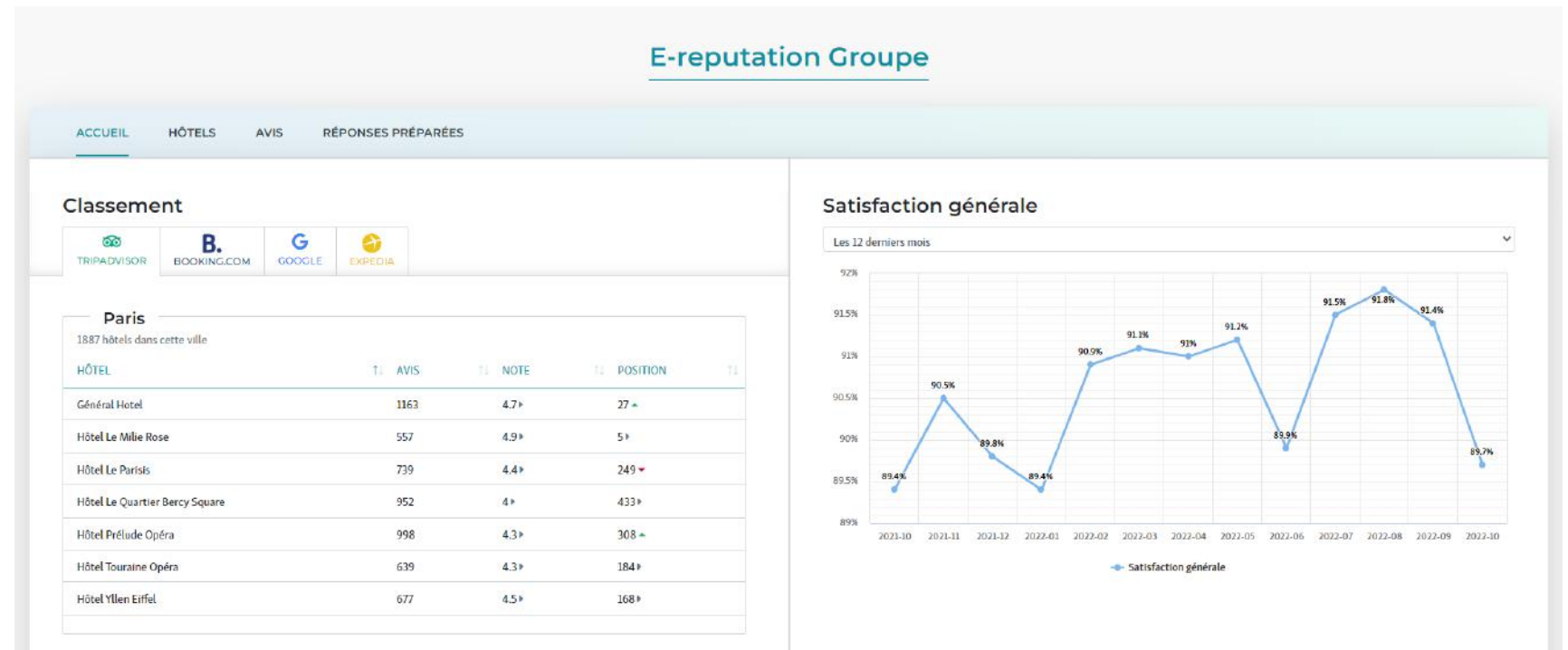
Overall satisfaction
By establishment



Details of the reviews
And answers by establishment

E-reputation

Details of averages classified by city (view by hotel and by platform)



Comparison of average scores for each institution (by platform) over a given period

ACCUEIL HÔTELS AVIS RÉPONSES PRÉPARÉES

PÉRIODE 28 OCT. 2022 → 27 NOV. 2022 COMPARAISON AVEC LA PÉRIODE 27 SEPT. 2022 → 27 OCT. 2022

Groupe : Welfi Hospitality Management

Afficher 50 éléments

HÔTEL	SATISFACTION GLOBALE	NOTES													
		GOOGLE		TRIPADVISOR		BOOKING.COM		EXPEDIA		EXPERIENCE					
		NOTE	AVIS	NOTE	AVIS	NOTE	AVIS	NOTE	AVIS	NOTE	AVIS				
Général Hotel	92 %	4.6	9	4.8	8	8.9	34	5	1	9.4	55				
Hôtel Le Grand Balcon	90 %	4.4	14	4.6	10	8.9	89	4.2	5	9.1	83				
Hôtel Le Milie Rose	93 %	4.6	17	4.9	29	9.1	48	4	1	9.3	54				
Hôtel Le Parisis	90 %	3.9	8	5	7	9	96			9.1	50				
Hôtel Le Quartier Bercy Square	88 %	4.5	22	4.7	3	8.4	79	10	2	9.1	43				
Hôtel Prélude Opéra	90 %	4.8	8	4.6	11	8.8	105	4.5	2	9.1	96				
Hôtel Touraine Opéra	91 %	4.9	7	5	11	8.7	70	5	2	9.3	61				
Hôtel Yllen Eiffel	92 %	5	6	4.3	9	9	64	10	1	9.2	62				
L'IMPRIMERIE Hôtel	94 %			4.7	11	9.2	70	8	4	9.2	71				

A group of people are seated around a long, dark wooden table in a meeting room. The scene is captured from a low angle, focusing on the hands and forearms of the participants. In the foreground, a person's hands are visible, holding a pen and writing in a yellow notebook. The table is cluttered with various items, including a spiral-bound notebook, a pen, and some papers. The background is softly blurred, showing other people sitting at the table, suggesting a collaborative work environment. The lighting is warm and natural, creating a professional yet relaxed atmosphere. A solid teal triangle is positioned in the top-left corner of the image.

Case Studies

E-Reputation

* * * *

How to collect
positive reviews on
TripAdvisor?



Introduction

Located in the 9th arrondissement of Paris, the establishment offers 23 apartments and studios for sale.

It is a 4-star hotel that only sells accommodation, but works with many of the surrounding businesses to develop its offers and services (restaurants, activities, parking, etc.)

Goals

- Collect more positive comments and reviews
- Improve overall average
- Climb the TripAdvisor ranking

Solution

Setting up an automatic post-stay satisfaction survey with redirection to the review platforms if the feedback is positive



Results



In **2022**, the establishment collected a total of **886 reviews** via its post-stay



Of these 886 reviews, only 34 were negative. The average review in 2022 is **4.91** which allowed the hotel to go from an average rating of **4.3** to **4.5**.



In the **TripAdvisor** ranking of Parisian hotels, it went from **410th** to **49th** place (out of 1887) in 12 months

E-mail Marketing

How to generate
revenue with a
newsletter?



The Establishment

The hotel was originally small bungalows perched on top of a cliff in Guadeloupe. In 2019, it becomes a 5-star establishment, offering magnificent suites, bungalows and huge luxury villas for sale.

With a majority of regular customers, maintaining contact while keeping a human tone by personalizing exchanges was a major objective.

How to generate 65 000€ with 1 newsletter?

ABOUT THE CAMPAIGN

The campaigns are automated, everything has been set up at Experience's connection in 2017 (e-mail content and segmentation).

Sample e-mails have been set up for occasions such as a birthday, Mother's Day, Christmas, New Year, etc.

The New Year's emailing is very simple: it wishes all customers a happy new year, and offers them a promotional code to get 10% off their next stay.

Results



199 clicks to the establishment's website



35 direct bookings made after receiving the email



65 064 euros of turnover

Database

How to collect
customers' email
addresses?





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

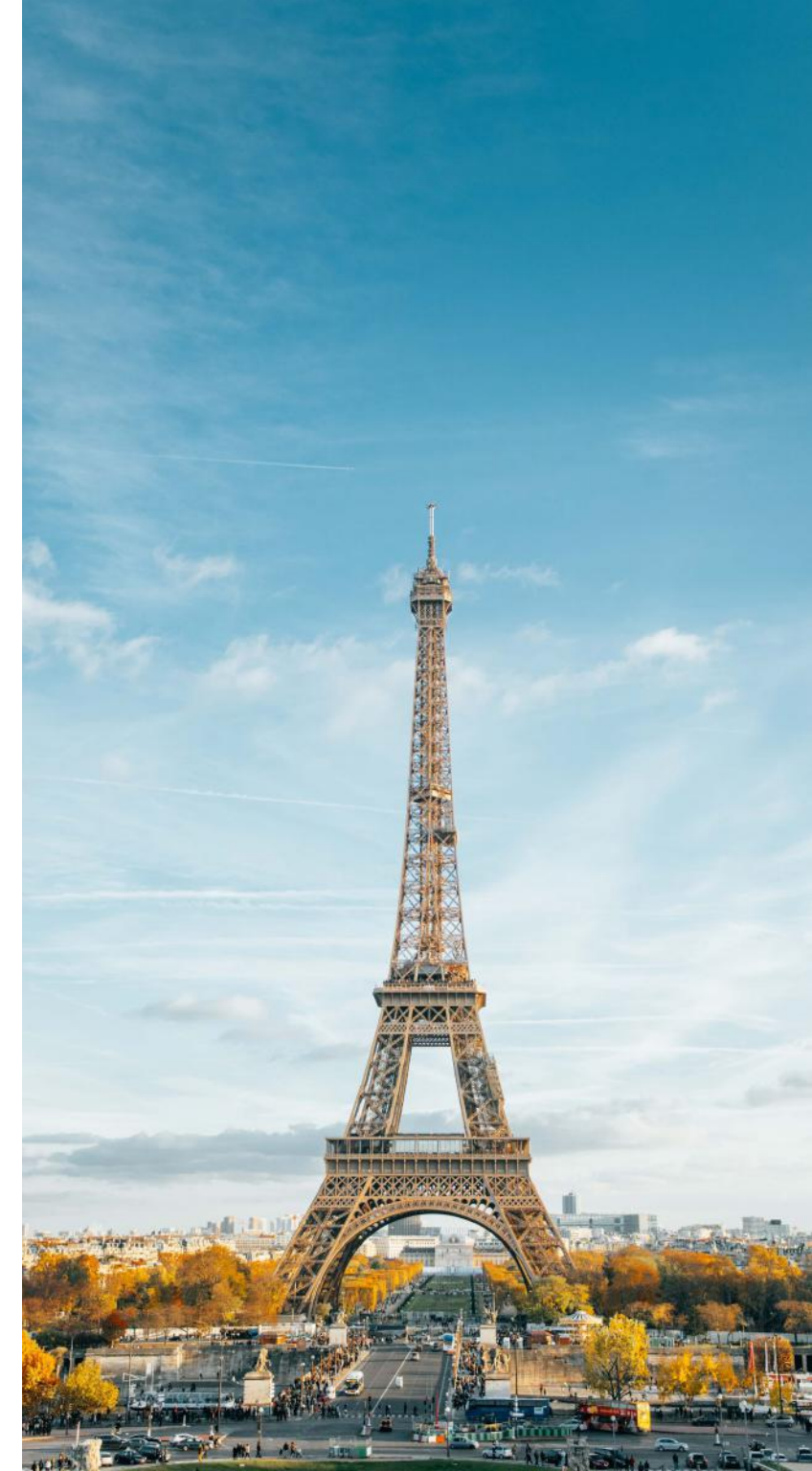
Retrieve email addresses of customers who booked via OTAs (Booking.com).

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



Upsell

* * * *

How to increase
additional sales?



The hotel

Located 10 minutes drive from the center of Marrakech, our client is a 5 star hotel offering restaurants, bar and room service, a spa, beauty treatments and stables.

The Objectives

Need a tool to help with the commercialization of the additional products in order to sell more than just rooms: services (free or additional), packages, etc.

The Solutions



Pre-stay set-up:
Sending a pre-stay email prior to the customer's arrival, offering services and products based on the customer's segmentation (needs and preferences).



Results



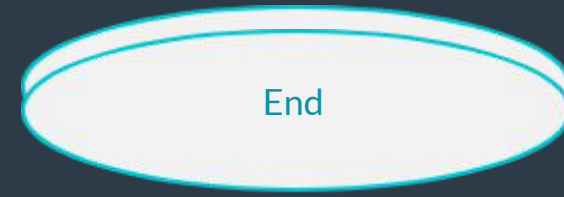
Sales of **432** free services in 2022



Sales of **207** paid services in 2022



For a turnover of 175 450 MAD or **15 984 €** generated



Thank you !

Any question ?

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

EXPERIENCE



Demo request

www.experience-hotel.com/fr/demo



Email

brice.bonbois@experience-hotel.com



Phone


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CONTACT
US!

Our Prices

Monthly fees



GUEST RELATION
Guest relation pack

Monthly fees
130€
+ 1€ per room

[REQUEST A DEMO >](#)

All the tools you need to perfect your customer satisfaction. Anticipate their needs, make their life easier and discover all available improvement levers in your hotel

Before their stay

Welcome email
Welcome text message *
Pre-welcome form
Upsell/Upgrade
Online pre-check-in

During their stay

Arrival form on a tablet
Advanced customer management
Quality control
Concierge service *
Identification of VIPs and influencers
Development of B2B clientele

After their stay

Customer satisfaction survey
E-reputation management
Incentive to leave a review (Google, TripAdvisor...)
AI support for answers
Semantic analysis of reviews
Advanced analysis
Comment widget on your website



ALL-IN-ONE
CRM hotel pack

Monthly fees
210€
+ 1€ per room

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Combine both our packs to increase your ROI up to x31.

- ✔ All the "customer satisfaction" pack tools
- ✔ All the "marketing" pack tools
- + At an exclusive price

Increase your revenue and save time – the "Experience" hotel CRM is there for you and supports you constantly. You can now focus instead on meeting your customers' needs during their stay in your hotel



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Master the secrets of hotel email campaigns and increase the income from your business. Create your own campaigns, segment your customers and use our automated email scenarios to save time.

Database

UDR (Centralised and unified guest database)
Mailing list management
Acquisition widget *
Newsletter subscription widget *

Email campaigns

Segmentation based on 40 criterions
Unlimited creation of personalised campaigns
Management of campaigns optimized for the hotel industry
Automated translation of your campaigns
Accurate tracking of revenues generated

Automated marketing

Library of 41 pre-built scenarios
Access to our base of 5,325 world events
Automatic customer perk management
Global conversion tracking per scenario

* Optional features