

**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 1,300 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

- Home icon
- Envelope icon
- Phone icon

HISTORY



janesmith
Network 756



Business traveller



JaneSmith1
511 ... 21 186



JaneSmith1
Follower 17 498

IN STAY SURVEY

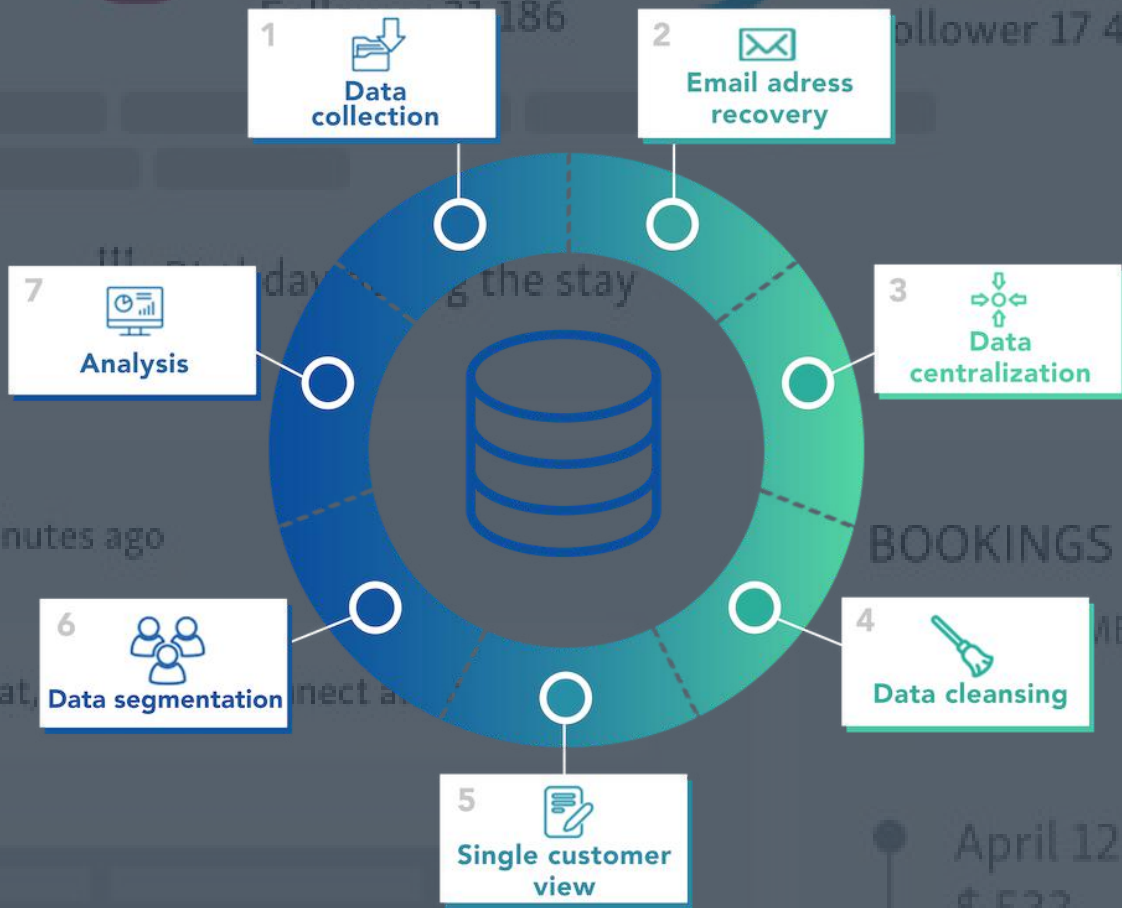
8 minutes ago



Room is great,

Dear Mrs Smith,

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



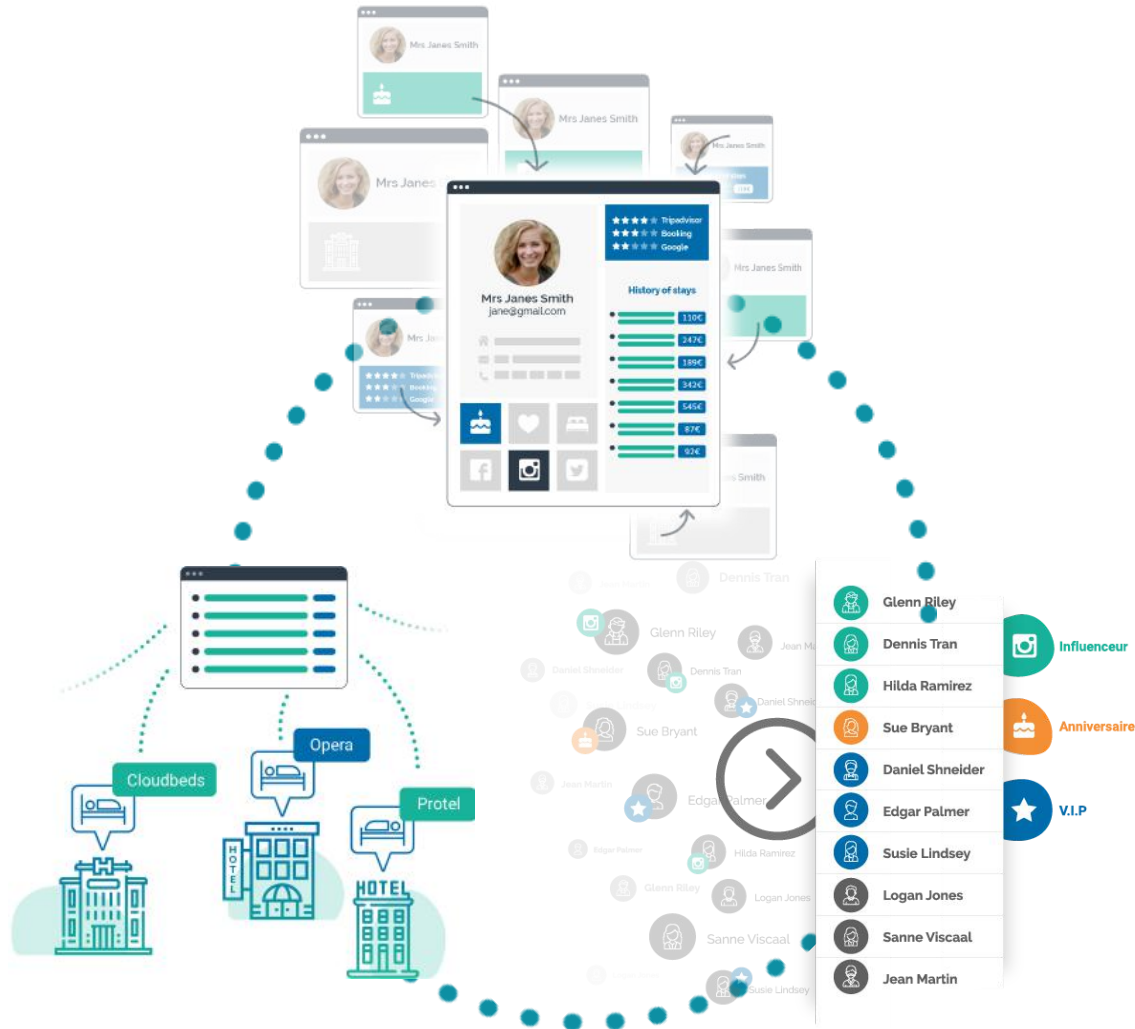
BOOKINGS

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

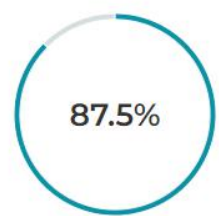
Create lists and segment your customer database according to their consumption habits, their stay history and all the information collected in pre-stay, in-stay and post-stay.

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

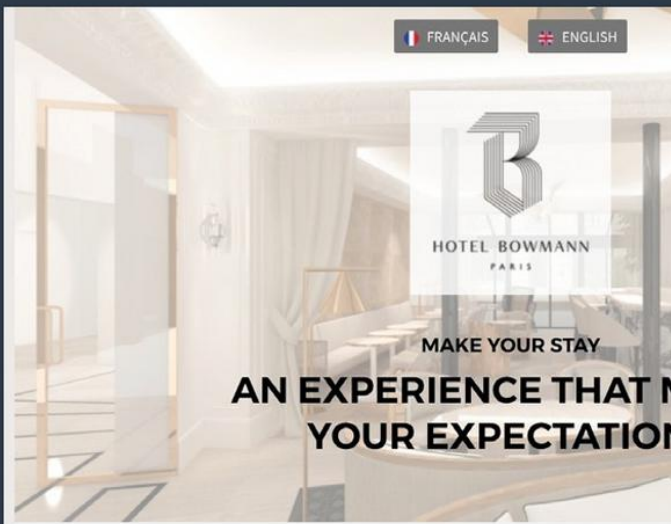


YOUR RESERVATION

ARRIVAL
07 JAN 2015

DEPARTURE
14 JAN 2015

REFERENCE
1



MAKE YOUR STAY
AN EXPERIENCE THAT MEETS YOUR EXPECTATIONS

PREPARING FOR YOUR ARRIVAL AT THE HOTEL

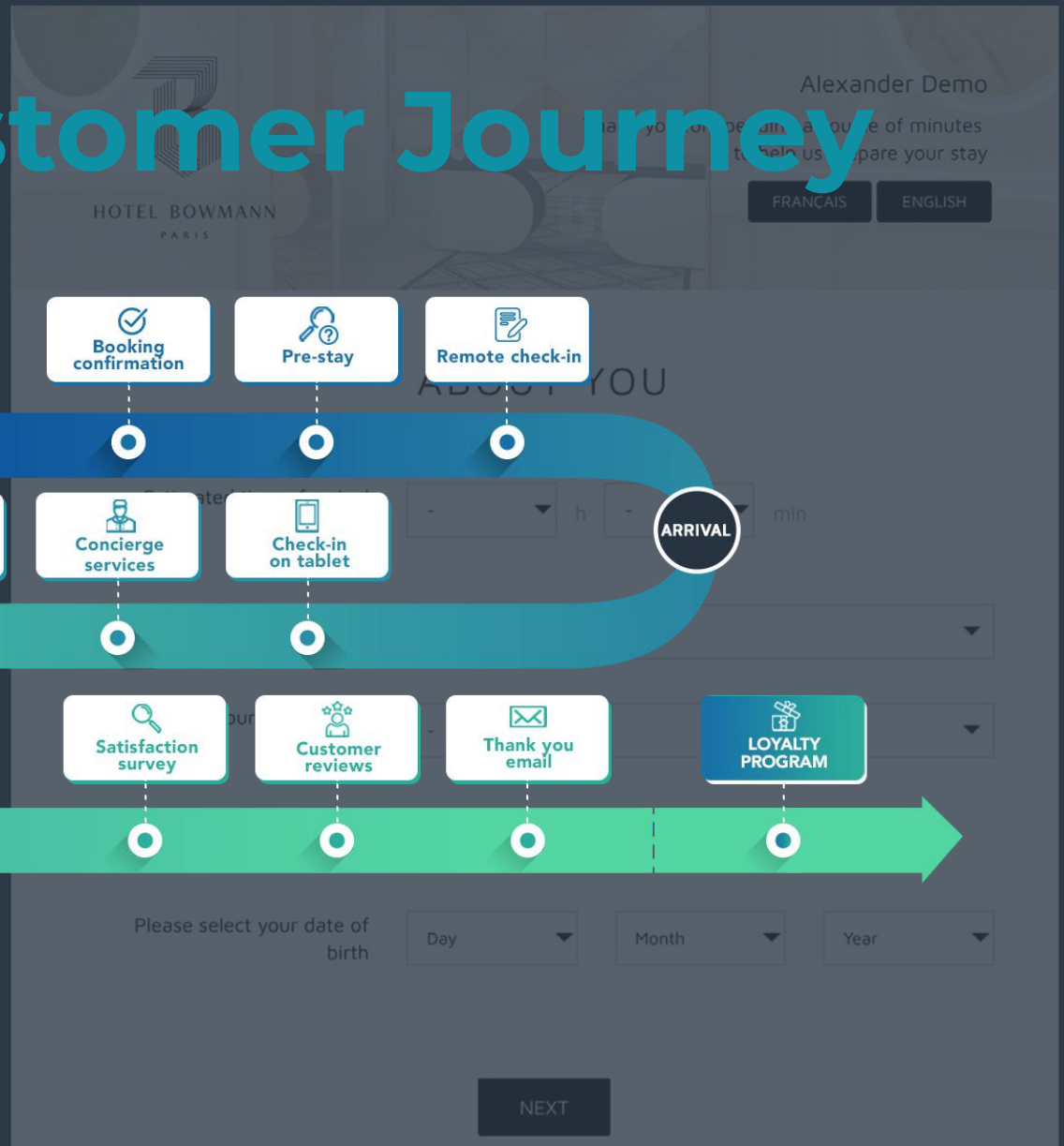
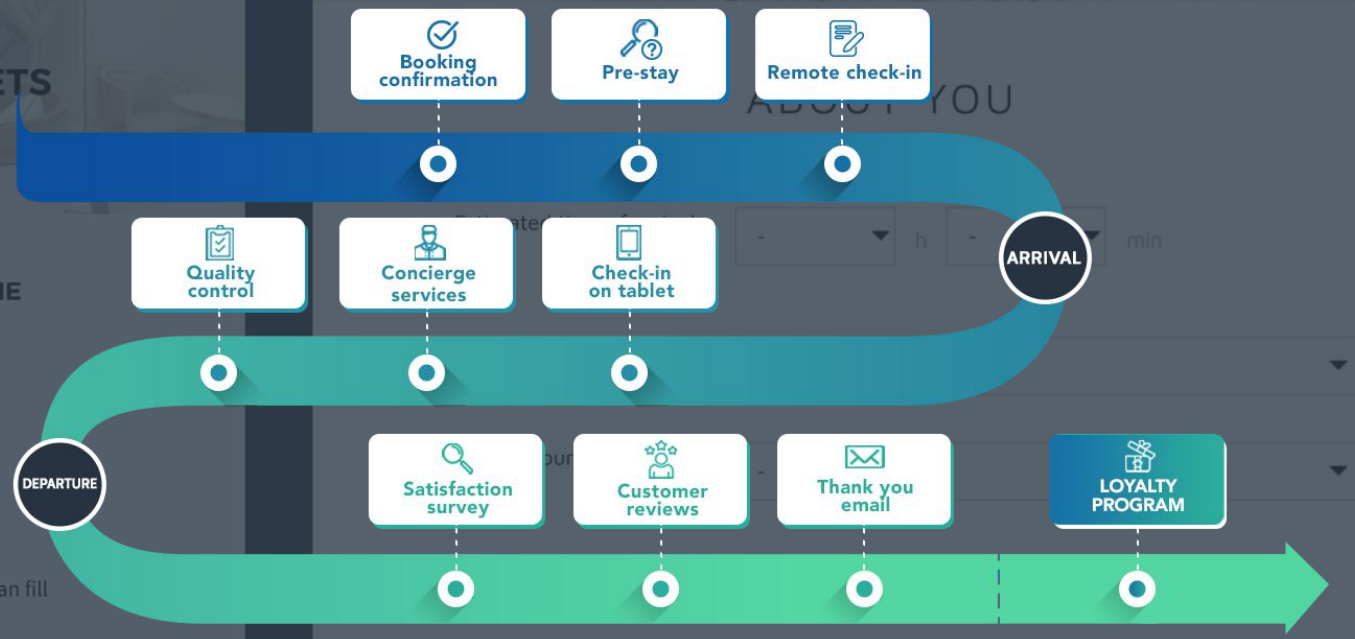
Dear Mr. Demo,
We thank you for having chosen Hôtel Bowmann Paris and are delighted to be welcoming you in 7 days.
In order to ensure your stay with us lives up to your expectations, I have prepared a small survey that you can fill out by clicking here:

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



Alexander Demo
FRANÇAIS ENGLISH

NEXT

CUSTOMER EXPERIENCE

Accompany your customer at each step of his journey

BEFORE THE STAY

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



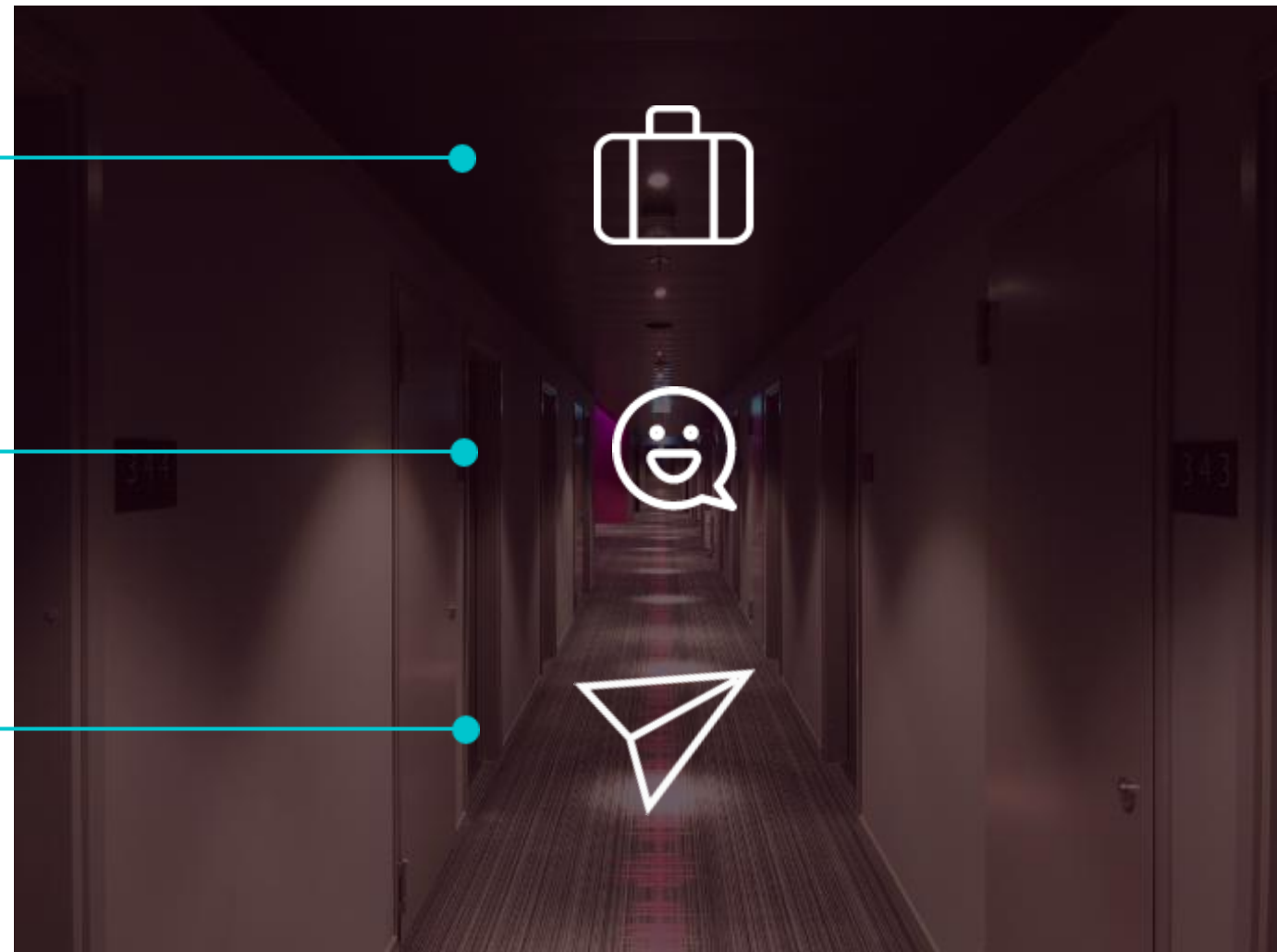
DURING THE STAY

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



AFTER THE STAY

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





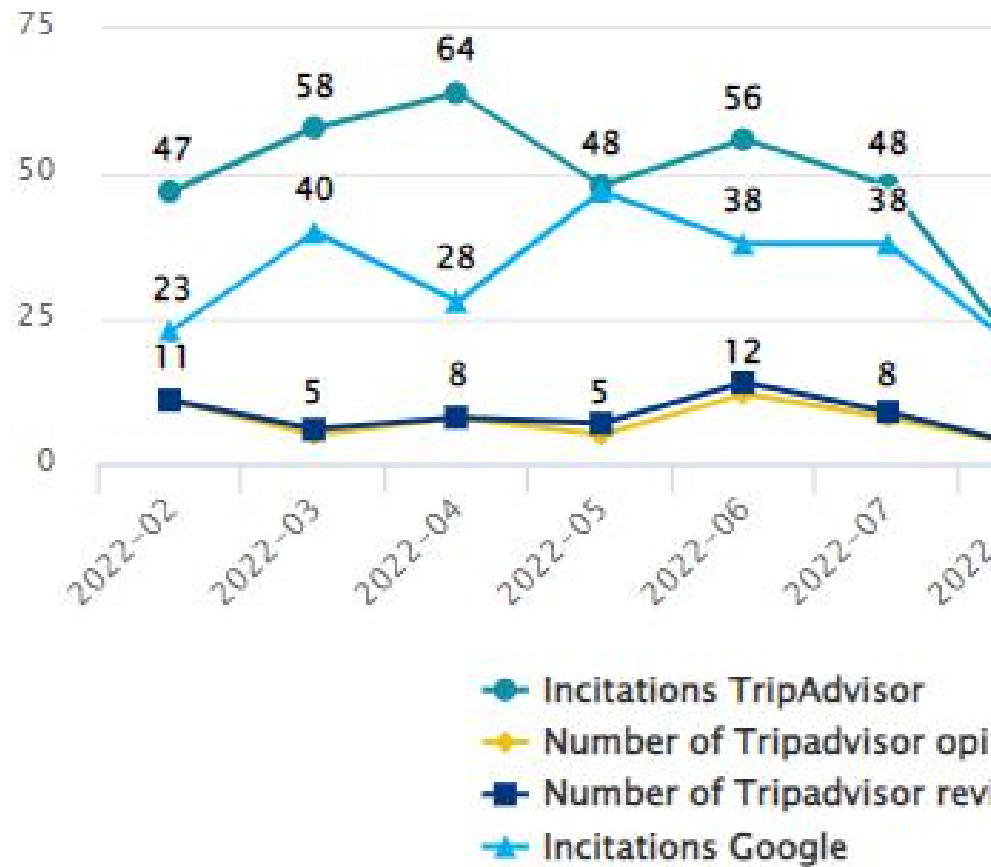
PERIOD

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

Nur

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.



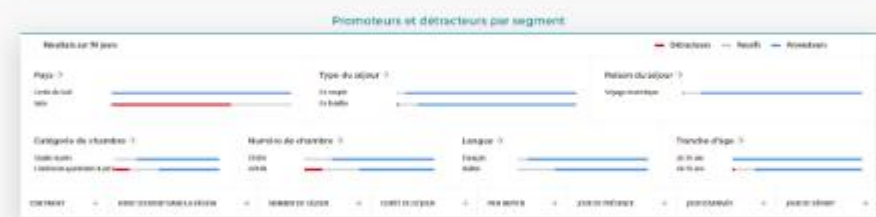
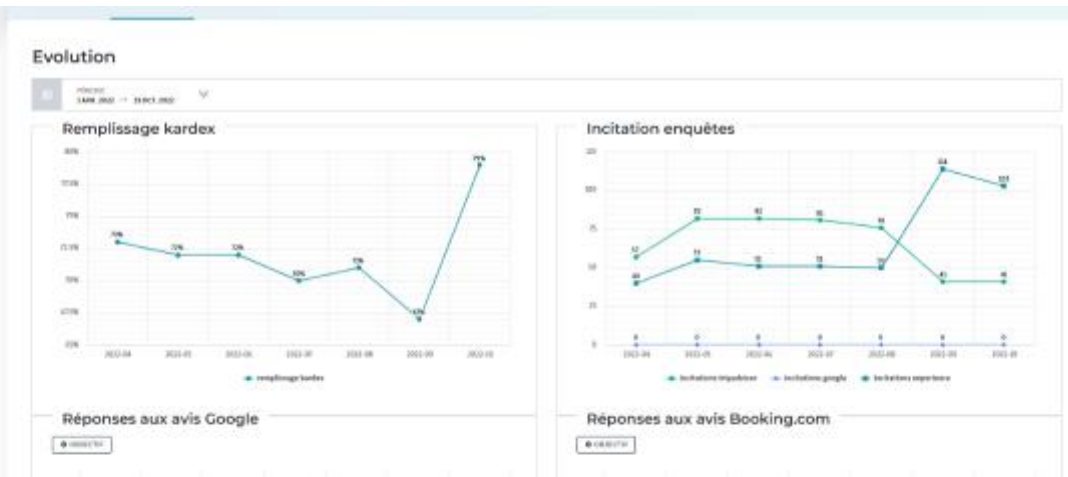
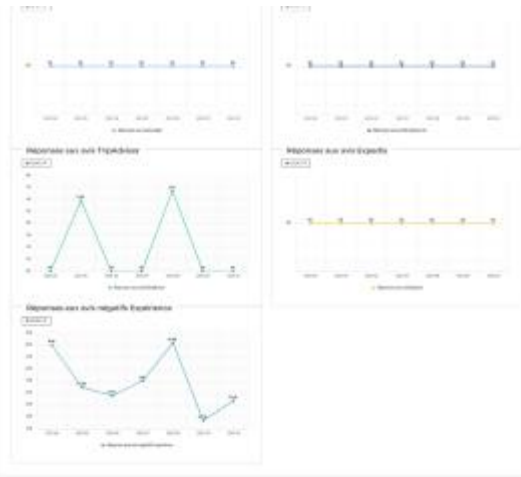
Management

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.



ACCUEIL | STATS DE GESTION | AVIS | RÉPONSES PRÉPARÉES

Etat actuel de l'e-reputation

Note TripAdvisor: **- 4.4** / 5

Stable

655 Avis

Position TripAdvisor: **- 57** / 1084

+ 14 y a 2 jours

Note Booking.com: **- 9** / 10

+ 0.1 y a 12 jours

153 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 enjoy

If this is indeed the case, be happy to again welcome you

We would like to remind you can use our promotional

- An additional discount
- Free cancellation

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

TO BOOK YOUR

We look forward to seeing
Jean-Pierre Colliot
Director
Hôtel Beaugrenelle Saint
www.beaugrenelleparis.com
satisfactionclients@beaugrenelleparis.com



Dear Mr. Demo,

Prepare now at the best price available in 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

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

PREPARIN

Dear Mr. Demo,
My name is Raul A
Manager of the H
delighted to be w
In order to ensure
expectations, I ha
out by clicking he
I look forward to r
See you very soon



Hôtel
BEAUGRENELLE
TOUR EIFFEL

FRANCE

Your special
summer

Dear Mr. Demo,

The summer holidays are fast a
decided to come and enjoy Par

If this is indeed the case, both r
happy to again welcome you h

We would like to remind you th
can use our promotional code

- An additional discount on
- Free cancellation

To use this code, simply do the
www.beaugrenelleparis.com at
your booking.

TO BOOK YOUR STAY

We look forward to seeing you

Hôtel Beaugrenelle Saint-Cha
www.beaugrenelleparis.com
satisfactionclients@beaugrene

Stop receiving our e

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...)

in browser

CARLTON
HOTEL MYTHIQUE

Valentine's day!

offer you an exceptional offer for
ment.

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

Saïtinger champagne
nged on your bed
romantic surprises...

ive at Carlton Hotel!

CLICK HERE

CLICK HERE

Pin icon, YouTube icon



**HT AT
PARTS -
FOR
EN**

g wishes you a happy

promotional code

s of our website!

our website
making your booking.

CLICK HERE

emin Montrevers 1
1700 Fribourg

+41 26 347 56 56

is-et-patrimoine.ch



AN EXPERIENCE
YOUR EYE

PREPARING FOR

Dear Mr. Demo,

My name is Raul Andrad
Manager of the Hôtel M,
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I look forward to readin

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Hôtel
BEAUGRENELLE
TOUR

Your special
summer

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happy to again welcome y

We would like to remind y
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- An additional discount
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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 and in all serenity your holidays under the sky
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



Your arrival

you chosen Saison Albar

place with a warm and luxu

second Home.

we invite you to personalize
options.

or your stay

Your stay

14 JUN 2023

1

ELS
OINE
City Green

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



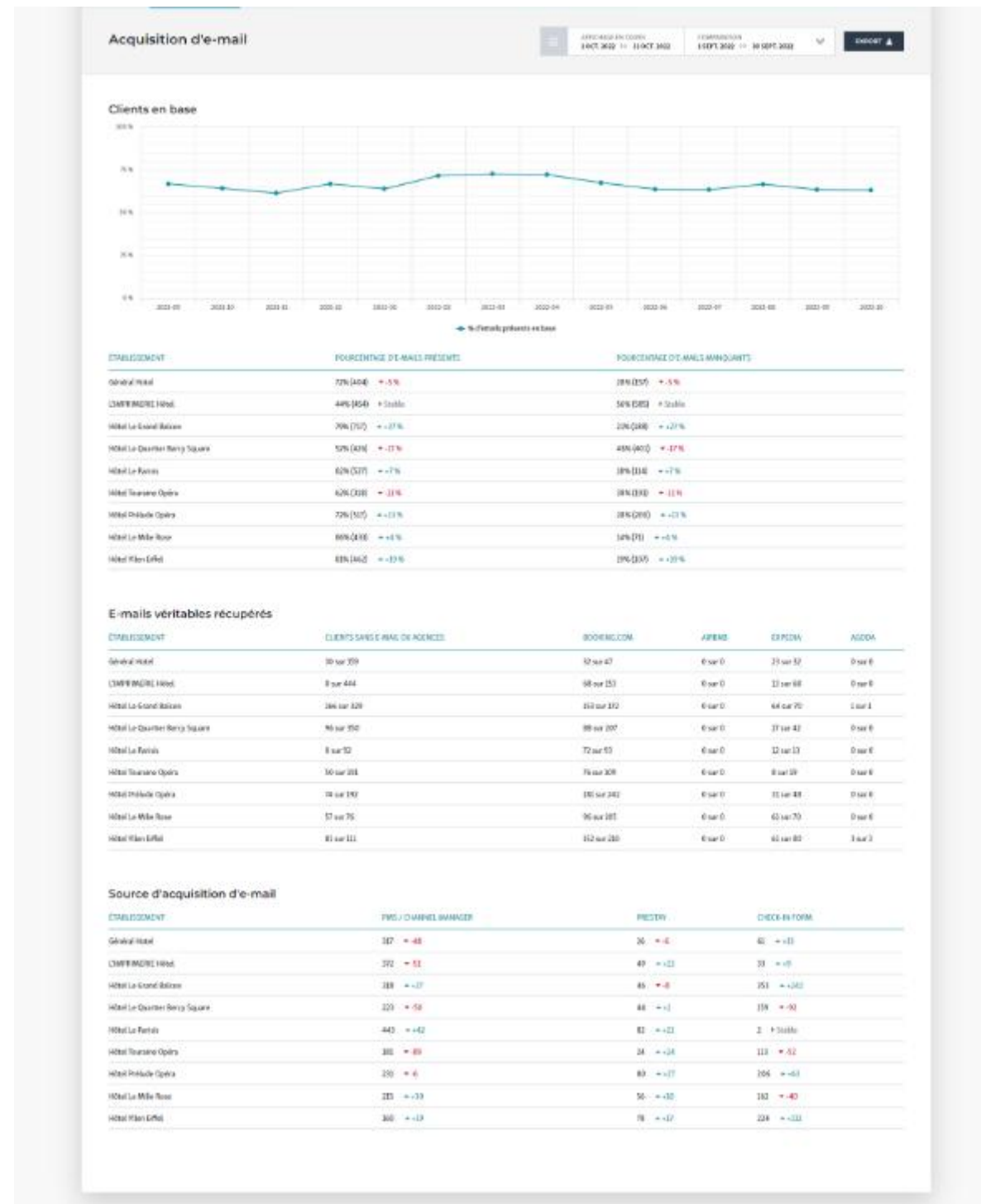
Real recovered emails

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	UNUS ENVOYES	E-MAILS RECUS	FORMULAIRE REMPLI	SERVICES COMMANDES	% DECLARÉES CONTACTÉES
General Hotel	208 +10	0 +0	0 +0	105 +11	220€ +134€	49% +15%
COMPREHENSIVE HOTEL	101 +10	0 +0	0 +0	84 +10	120€ +15€	52% +15%
Hotel Le Grand Balcon	378 +10	2 +1	384 +121	101 +28	499€ +294€	42% +15%
Hotel Le Quarter Berry Square	260 +10	0 +0	260 +81	85 +15	120€ +25€	52% +15%
Hotel Le Paris	111 +10	0 +0	88 +12	105 +8	1030€ +111€	49% +15%
Hotel Touraine Opéra	257 +10	0 +0	134 +25	54 +15	488€ +118€	50% +12%
Hotel Melba Opéra	104 +11	0 +0	106 +11	142 +10	475€ +100€	52% +15%
Hotel Le Milla Rose	105 +11	0 +0	104 +20	128 +11	733€ +12€	49% +12%
Hotel Yvan Eiffel	128 +11	1 +0	127 +128	101 +7	580€ +128€	57% +15%
In-stay						
ETABLISSEMENT	E-MAILS ENVOYES	ENQUÊTES RÉPONDUES	CLIENTS SATISFITS	CLIENTS NON SATS	CLIENTS INSATISFITS	
General Hotel	300 +20	30 +18	20 +27	1 +0	0 +0	
COMPREHENSIVE HOTEL	200 +10	27 +10	20 +10	5 +5	2 +10	
Hotel Le Grand Balcon	380 +10	38 +12	27 +10	1 +0	1 +10	
Hotel Le Quarter Berry Square	150 +10	28 +4	20 +10	1 +0	1 +10	
Hotel Le Paris	250 +10	84 +5	84 +10	0 +2	0 +0	
Hotel Touraine Opéra	124 +10	30 +1	30 +10	0 +0	0 +0	
Hotel Melba Opéra	100 +10	12 +10	28 +10	1 +2	0 +0	
Hotel Le Milla Rose	100 +1	40 +0	40 +0	1 +0	0 +0	
Hotel Yvan Eiffel	140 +10	42 +10	42 +10	2 +0	0 +0	
Post-stay						
ETABLISSEMENT	E-MAILS ENVOYES	ENQUÊTES RÉPONDUES	NOTE MOYENNE			
General Hotel	200 +10	40 +5	9.4 +0.1			
COMPREHENSIVE HOTEL	300 +10	40 +5	8.8 +0.1			
Hotel Le Grand Balcon	420 +10	67 +5	9.0 +0.1			
Hotel Le Quarter Berry Square	240 +10	40 +10	8.4 +0.1			
Hotel Le Paris	310 +10	48 +10	9.2 +0.1			
Hotel Touraine Opéra	100 +10	24 +10	8.6 +0.1			
Hotel Melba Opéra	100 +10	80 +10	9.1 +0.1			
Hotel Le Milla Rose	100 +10	40 +10	9.4 +0.1			
Hotel Yvan Eiffel	110 +10	62 +10	9.3 +0.1			
Redirection du post-stay						
ETABLISSEMENT	TRIPADVISOR	GOOGLE	EXPEDIA			
General Hotel	29 +4	1 +1	150 +30			
COMPREHENSIVE HOTEL	32 +10	7 +10	250 +40			
Hotel Le Grand Balcon	42 +10	0 +0	370 +10			
Hotel Le Quarter Berry Square	28 +10	0 +10	310 +10			
Hotel Le Paris	31 +10	7 +10	290 +10			
Hotel Touraine Opéra	10 +0	4 +10	140 +10			
Hotel Melba Opéra	12 +10	0 +0	330 +10			
Hotel Le Milla Rose	30 +10	7 +10	340 +10			
Hotel Yvan Eiffel	37 +10	0 +10	280 +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.

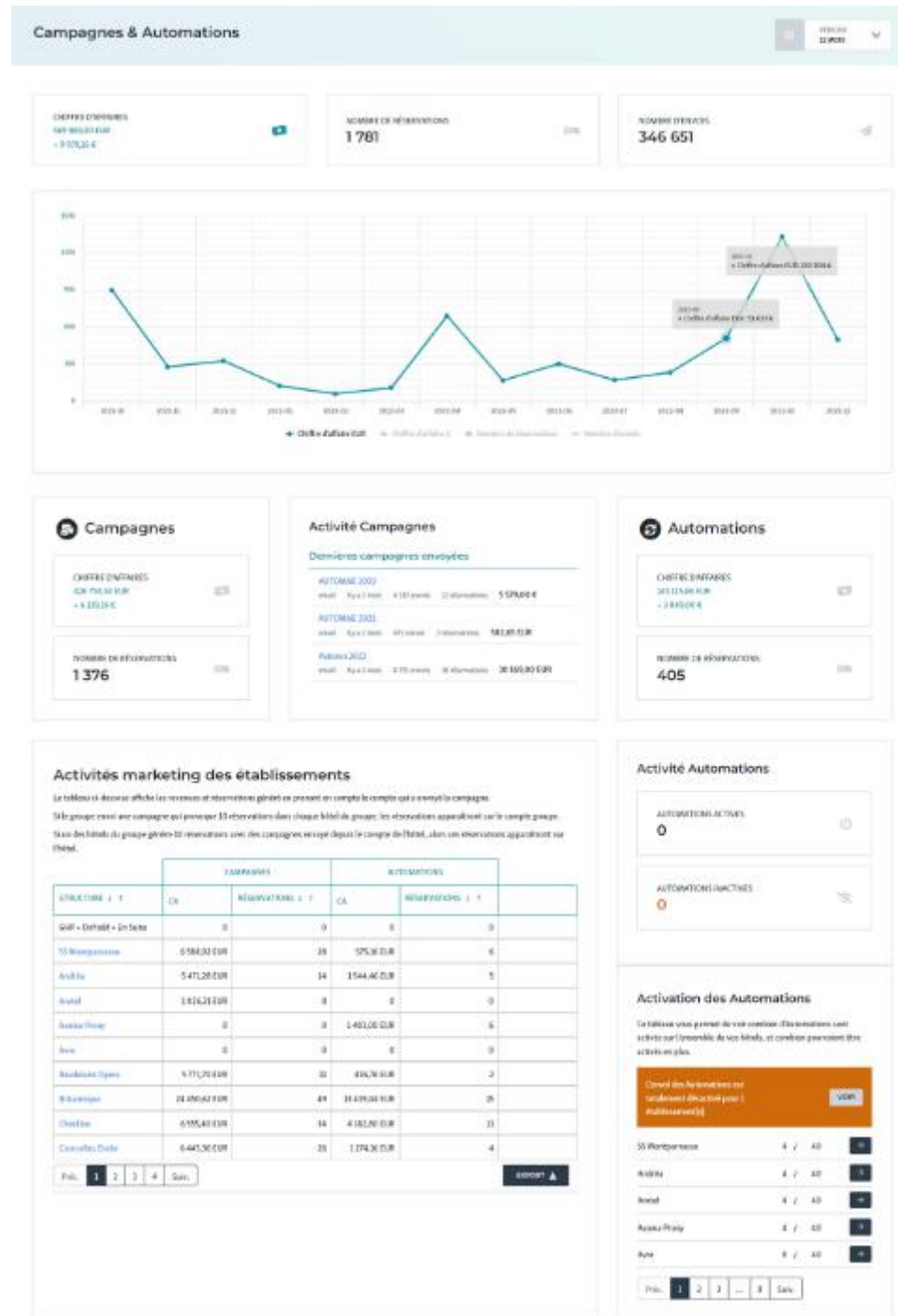


Redirection of reviews

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



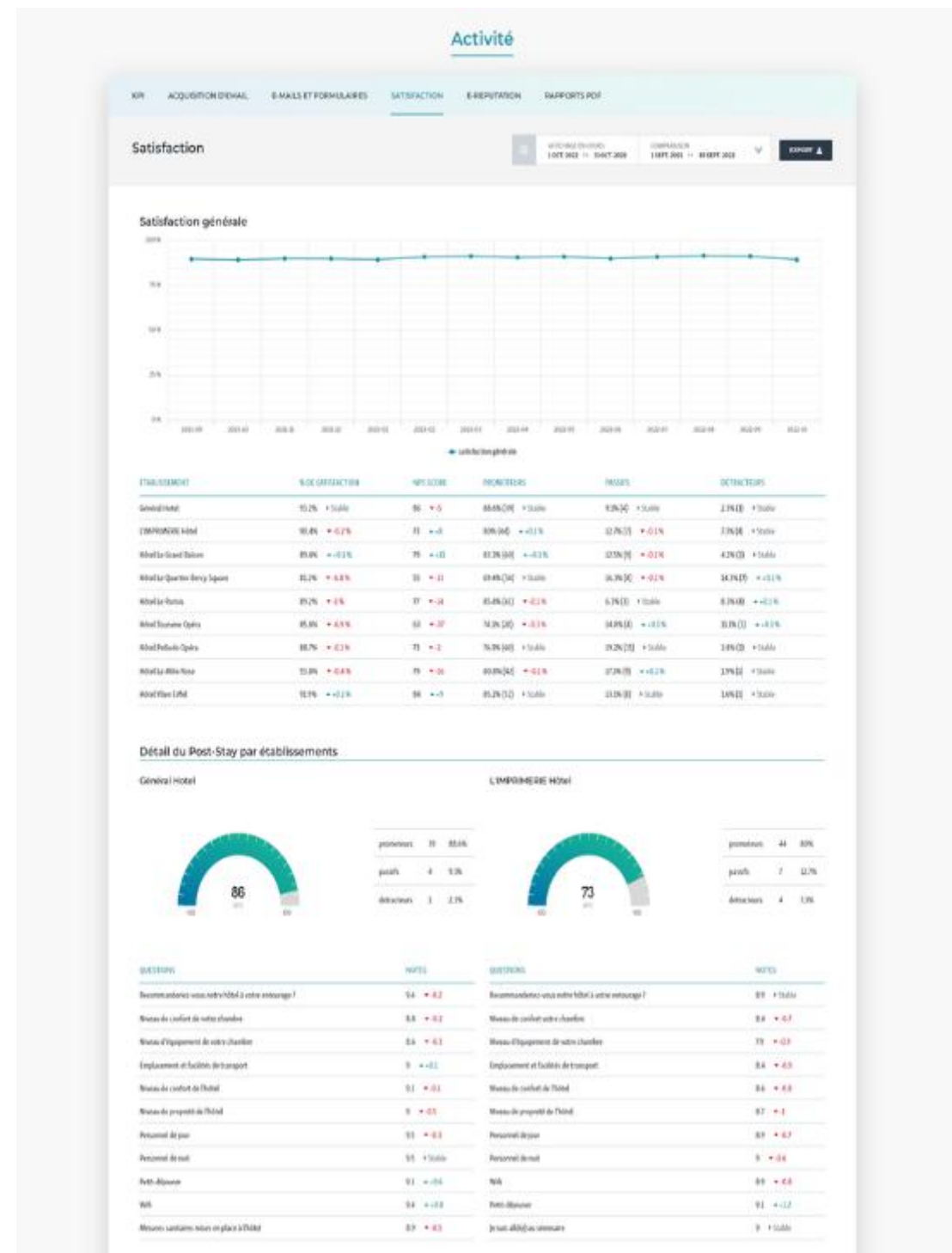
Overall satisfaction

% 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



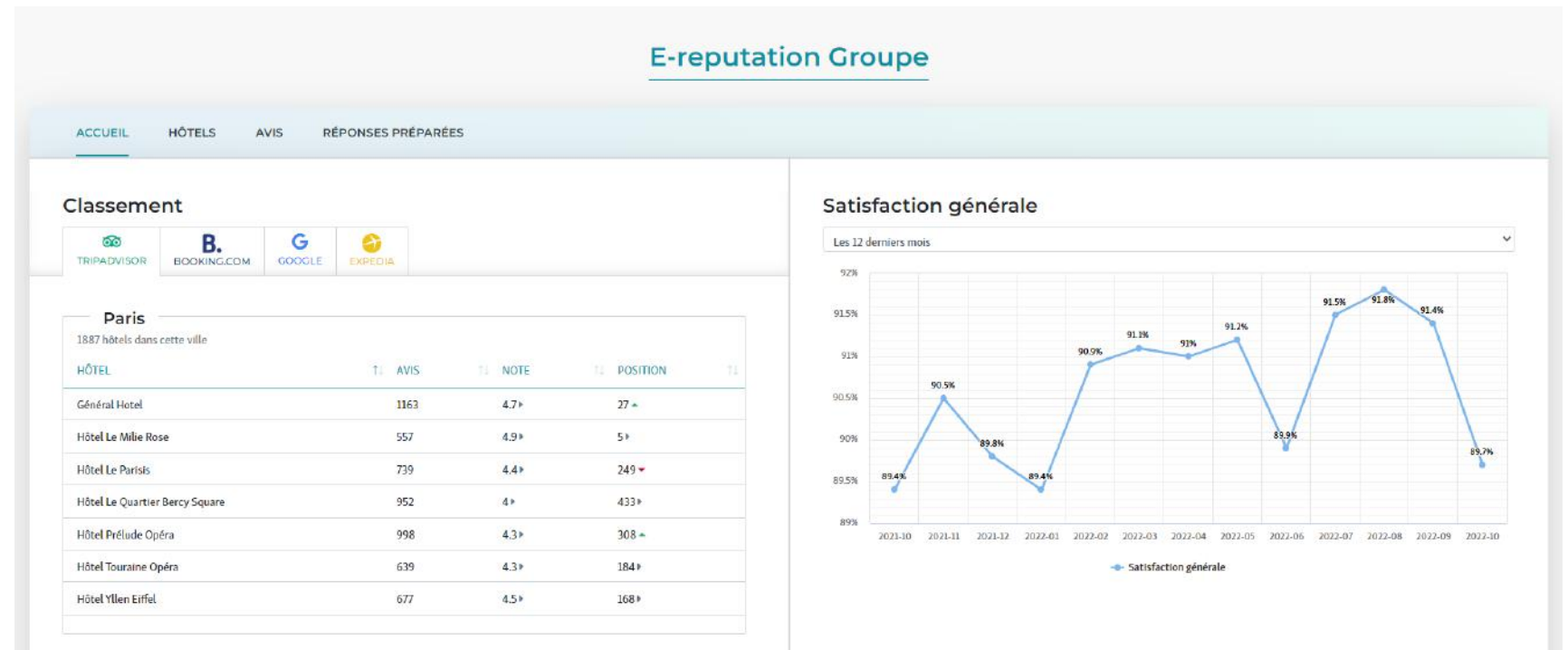
Overall satisfaction
By establishment



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. Other participants are seen in the background, some with their hands clasped or resting on the table. The lighting is warm and natural, suggesting a bright window. The overall atmosphere is professional and collaborative.

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 has become a 5-star establishment, offering magnificent suites, bungalows and huge luxury villas for sale.

PAIN POINT :

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?

SOLUTION :

The campaigns are now automated and personalized based on customer profile, everything has been set up at Experience's set up 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 on 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

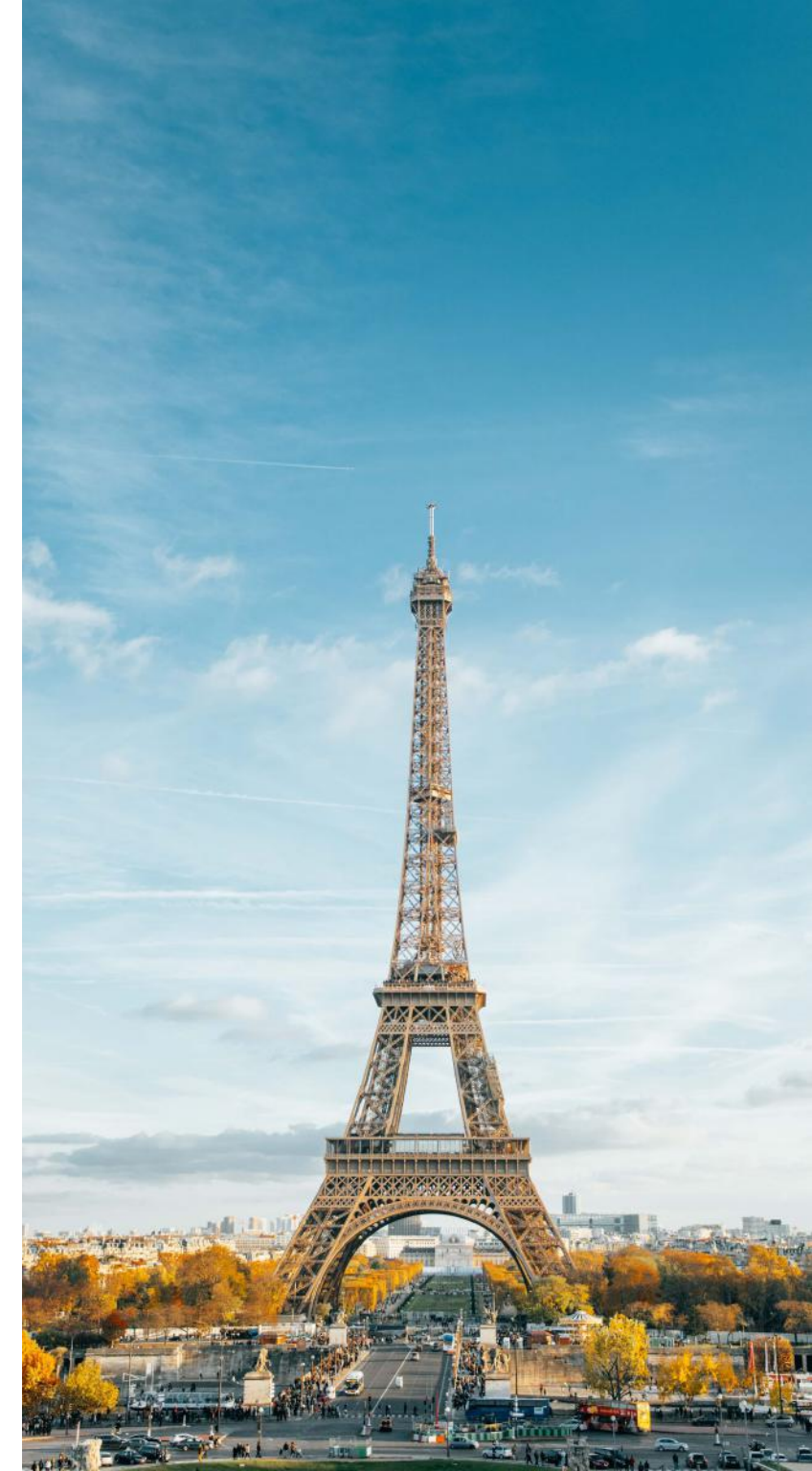
Retrieve email addresses of customers who booked via OTAs (Booking.com).

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 complementary services such as restaurant, bar and room service, spa, beauty treatments and stables.

The Objectives

The establishment needed 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 i.e. **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

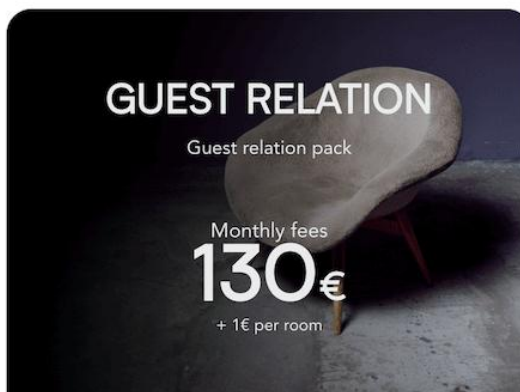
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CONTACT
US!

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

[REQUEST A DEMO >](#)

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



MARKETING
Email campaign & revenue pack

Monthly fees
105€
+ 1€ per room

[REQUEST A DEMO >](#)

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