

CASE STUDY

KHLA NICE HOTEL ***

How Summer Hotels group increased its client interaction thanks to WhatsApp



CHALLENGES & SOLUTIONS

- Achieve higher answer rates than traditional channels
➤ Promoting an integrated means of communication for all
- Improving customer satisfaction and experience
➤ Introducing more responsive and direct communication, positively perceived by customers
- Simplify exchanges with a channel widely used by the public
➤ Answer via the internal messaging hub
- Save operational time
➤ Set up automated key messages
- Harmonise customer relations practices across all Summer Hotels
➤ Deployment across the hotel group, with personalised campaigns

Located in the heart of Nice-France, the Khla Nice Hotel*** welcomes urban, connected guests looking for simplicity. In an environment where responsiveness and personalisation have become essential, the team wanted to streamline its exchanges with travellers throughout their stay, without adding workload. The hotel adopted the WhatsApp tool, integrated with Experience CRM, to modernise its communication and create natural relational and commercial opportunities.

RESULTS

- 74%** average open rate for WhatsApp messages
- 91%** of messages opened generated customer engagement
- 85%** of deliverability
- 1 in 2 guests** having received the campaign, begins the conversation with the hotel



Perrine Benoit, Communication, Digital & Marketing Director

Integrating WhatsApp into our customer journey has been an accelerator: more reactivity, more opportunities and a real consistency for the hotel group.