

CHALLENGES & SOLUTIONS

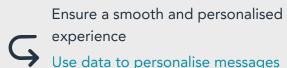


Optimise additional sales
Include a list of services in pre-stay
communications

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





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

2401	services reserved in	2024
	services reserved in	า 2024

83%	of completed forms resulted
	in service booking

150 H	operational gains in reception
	through the automation of
	sendings and invoicing services
	management



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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."