

CASE STUDY

FOURVIÈRE HOTEL LYON

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



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



Ensure a smooth and personalised experience

Use data to personalise messages



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."