



The 2023 digital hotel checklist

Separating the must-haves from the nice-to-haves

Everyone keeps talking
about The **Digital Hotel**

But...
digital means so many things these days.





What are you trying to achieve?

Going digital may seem overwhelming. Starting off by defining your goal will help you understand what are the must-haves for digitizing your hotel. Different hotel types will have different goals from one another.

Different [hotels](#), Different [goals](#).

1. Streamline operations
2. Boost revenues
3. Improve guest satisfaction
4. Increase brand awareness

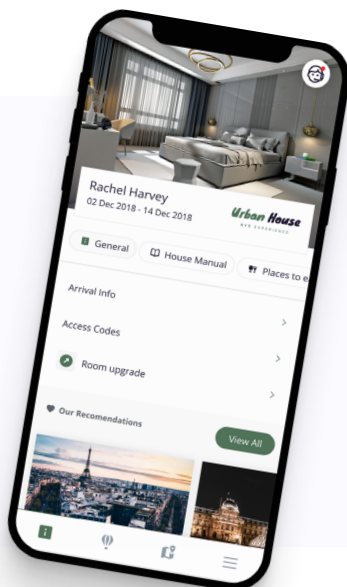
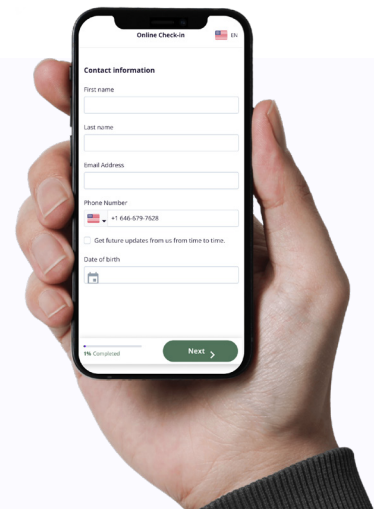
Many different ways to digitize your hotel.

Today, there are so many different ways that your hotel can go digital, so we've mapped out all those ways below.

Digital Check-in.

Different ways to check in or out of your hotel

- Pre-check-in
- Paperless check-in
- Kiosk check-in
- Key dispensing
- QR code scanning



Guest App.

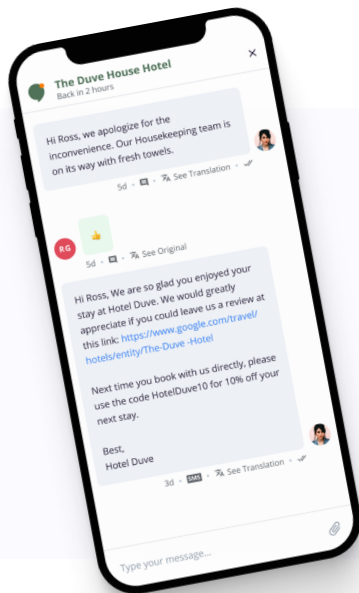
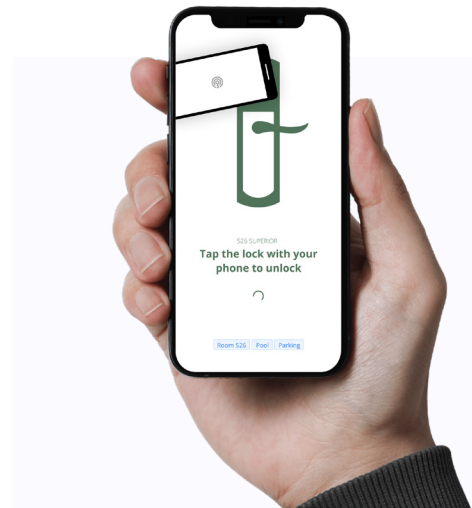
Native app or web app? You'd still need to decide what's in it.

- Room directories
- IOT connections
- Chat
- Reservation history
- Content
- Services

Digital Keys.

Different technologies, a different guest experience.

- BLE supported locks
- Wifi locks
- (soon-to-come) NFC » Game changer!
- Key dispensers
- Key allocation
- Key sharing



Communications.

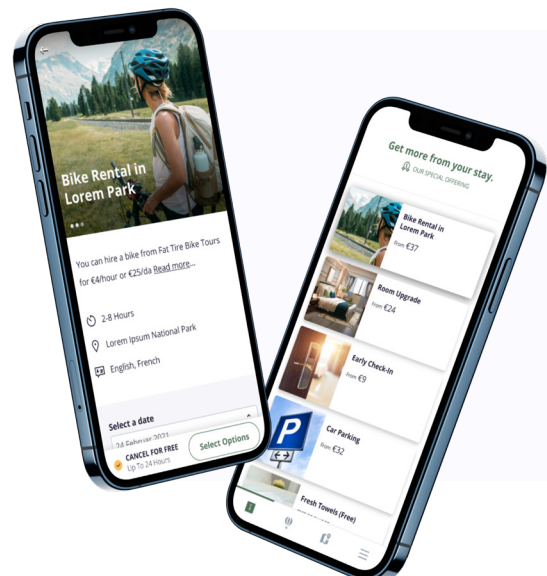
One-way? Two-way? Automated? Personal?

- CRM
- Omni-channel support
- Unified inbox
- Task management
- Prescheduled messages
- Autoreplies
- Bots
- Assigning

Upselling.

All that's left is to click "pay"!

- In-house services
- In-destination services
- Marketplace services
- Segmentation
- 3rd-party integrations (POS, PSP, etc.)

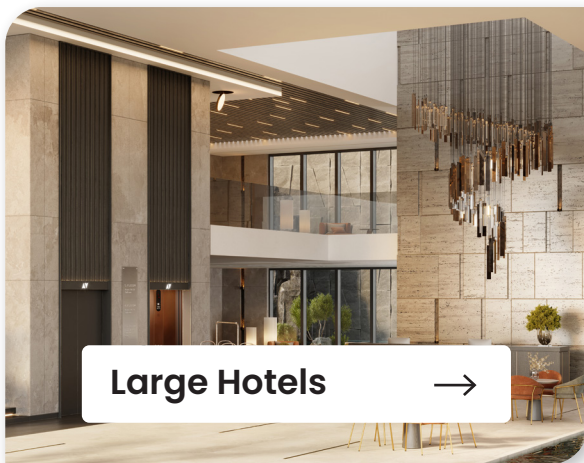
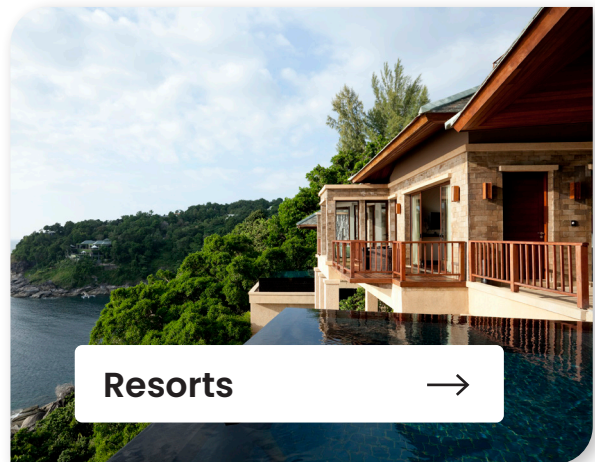


So many options.

Where do we start?

With so many options, we can easily get lost between the must-haves and nice-to-haves. But, as mentioned earlier, different hotel types have different goals - meaning they'll also have different digital needs.

**Choose your hotel type to understand
which digital solutions are must-haves.**





Hotel type:

Boutique/Urban hotel

1. Check-in

- Paperless check-in
- Tablet mode

2. Upsell

- Early check in/late checkout
- Local marketplace services
- Room upgrades

3. Guest App

- Room directory
- Around me info

4. Communications

Nice-to-have



Hotel type:

Large hotel

1. Check-in

- Paperless check-in
- Online check in
- Kiosk mode
- Key dispensing

2. Upsell

- Room upgrades
- In-house services
(F&B, spa, restaurant booking)
- Special room packages
(honeymoon, lovers, etc.)

3. Guest App

- Room directory
- Around me info
- Chat
- Hotel info
(operation times, meal times, etc)

4. Communications

- Prescheduled messages
- Unified inbox
- Task management
- Team communications
- Omnichannel inbox



Hotel type:

Resorts

1. Check-in

- Paperless check-in
- Online check in
- Kiosk mode
- Key dispensing
- QR code scanning

3. Guest App

- Room directory
- Hotel activities calendar
- Near me
- Chat
- Hotel info
(operation times, meal times, etc)

2. Upsell

- Room upgrades
- In-house services
(F&B, spa, restaurant booking)

4. Communications

- Prescheduled messages
- Unified inbox
- Task management
- Team communications
- Omnichannel inbox
- CRM
- Autoreplies
- Bots
- Assigning



Hotel type:

Group Hotel

1. Check-in

- Paperless check-in
- Online check in
- Kiosk mode
- Key dispensing
- QR code scanning

3. Guest App

- Room directory
- Hotel activities calendar
- Near me
- Chat
- Hotel info
(operation times, meal times, etc)
- Cross-group info
- Content management

2. Upsell

- Room upgrades
- In-house services
(F&B, spa, restaurant booking)

4. Communications

- Prescheduled messages
- Unified inbox
- Task management
- Team communications
- Omnichannel inbox
- CRM
- Autoreplies
- Bots
- Assigning

The 2023

Digital Hotel Checklist.

	Boutique/ Urban hotel	Large hotel	Resorts	Group Hotel
Across the board regardless of your hotel type	<div><div>— PMS (obviously)</div><div>— PSP integration</div></div> <div><div>— Digital key*</div><div>— Content & upsell segmentation/personalization</div></div>			
1. Check-in	Paperless Tablet mode	Online check in Kiosk mode Paperless Key dispensing	Paperless check-in Online check in Kiosk mode Key dispensing QR code scanning	Paperless check-in Online check in Kiosk mode Key dispensing QR code scanning
2. Upsell	Early check in/late checkout Room upgrades Local marketplace services	Room upgrades In-house services (F&B, spa, restaurant booking) Special room packages (honeymoon, lovers, etc.)	Room upgrades In-house services (F&B, spa, restaurant booking)	Room upgrades In-house services (F&B, spa, restaurant booking)
3. Guest App	Room directory Around me info	Room directory Around me info Chat Hotel info (operation times, meal times, etc)	Room directory Hotel activities calendar Around me info Chat Hotel info (operation times, meal times, etc)	Room directory Hotel activities calendar Around me info Chat Hotel info (operation times, meal times, etc) Cross-group info Content management
4. Communications	Nice-to-have	Prescheduled messages Unified inbox Task management Team communications Omnichannel inbox	Prescheduled messages Unified inbox Task management Team communications Omnichannel inbox CRM Autoreplies Bots Assigning	Prescheduled messages Unified inbox Task management Team communications Omnichannel inbox CRM Autoreplies Bots Assigning

*Nowadays, no matter the type of hotel you're running, digital keys are a must-have. There are many ways that hotels can provide guests with access to rooms, however, since implementing digital keys can be time consuming and costly, the specific type of digital key your property offers can vary.

Expected results

Typical results we're seeing with Duve customers

A digital hotel means you'll be reaching your goals faster, easier, and with less costs! Here's how Duve's customers have been benefiting from going digital with Duve's personalized guest management platform.

Operations

Over 2 hours
of work saved
per day

Revenue

An average
increase of
£180 per
reservation

Guest satisfaction

40% reduction
in dissatisfaction
from check-in
queues

Brand awareness

Increase of
up to 70%
in direct
bookings

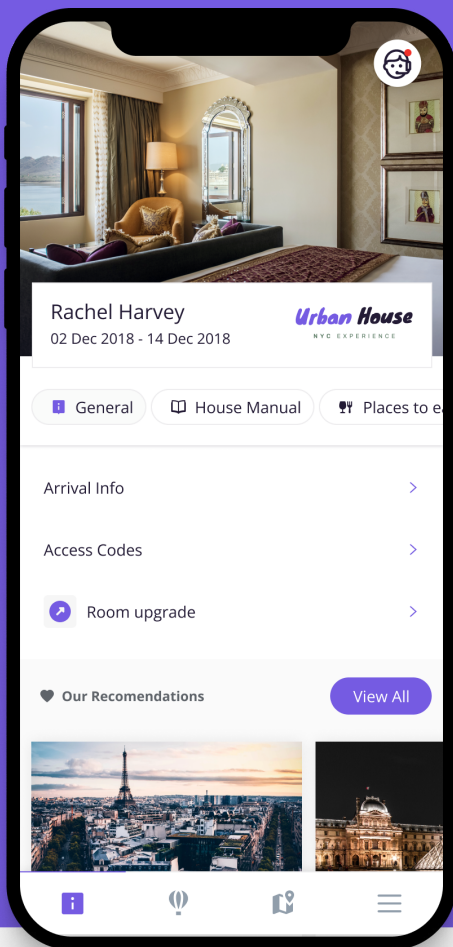
Trusted by over 1,000
brands across 60 countries



Duve

Think professional. *Be personal.*

The world's first personalized guest management platform.



- ✓ Online check-in
- ✓ Guest app
- ✓ E-Commerce
- ✓ Digital spots
- ✓ Communication hub
- ✓ Mobile key
- ✓ Marketplace
- ✓ Digital checkout
- ✓ CMS

Don't settle for less. Get Duve Now!

Duve's end-to-end guest management platform helps hoteliers offer a personalized digital guest experience, improving guest satisfaction, revenue and performance. With Duve, every guest gets the personal, digital attention they deserve from your brand.

[Book a demo](#)

www.duve.com