How Homaris Boosted Guest Satisfaction Rates with SmartPriority by DuveAI.

The case study examines the success story of Homaris, a prominent player in the real estate industry. Specializing in the design, acquisition, and rental of apartments, Homaris caters to families, business travelers, and tourists, both local and international. Embracing technology, such as Duve, Homaris ensures a seamless and fully digital rental management process, handling 200-300 daily check-ins and check-outs. This case study dives into how SmartPriority by DuveAI contributed to the remarkable growth and ongoing success of Homaris.

HOMARIS

Key Challenges

— **Manual prioritization of messages:**
   The manual handling of a vast number of inquiries and messages was a
   burden on Homaris' support agents, hindering their ability to provide a
   personal touch to each guest.

— **Difficulty in understanding guest's tone of voice:**
   Homaris's agents, many of whom were not native speakers, faced
   challenges in recognizing the guest's mood and urgency in their messages,
   leading to potential misinterpretations and delays in response.

— **Slower response times:**
   While aiming to maintain a personalized touch, Homaris needed to meet
   guest expectations for faster responses.

Duve's Solution

To address these challenges, DuveAI introduced SmartPriority, a feature that prioritizes conversations in Duve's Communication Hub by automatically analyzing and assigning them priority levels (low, medium, or high). This smart prioritization enabled Homaris' support agents to efficiently address the most important messages first, enhancing their responsiveness and operational efficiency.

Results Achieved with SmartPriority by DuveAI:

— **Improved Learning and Prioritization:** The implementation of SmartPriority offered a multi-factor approach that provided a learning effect for Homaris' support agents. It guided them on what information was essential to provide, when, and how, enabling them to respond effectively and efficiently to guest inquiries.

— **Increased guest satisfaction:** Homaris experienced a significant boost in guest satisfaction rates, with scores increasing from 7.98 to 8.22 after the implementation of DuveAI. The prioritization of messages based on the guest's mood proved especially helpful, allowing agents to recognize and appropriately address potential guest concerns, leading to more positive guest interactions.

— **Shorter processing times:** By offering a better overview of the operating steps upon opening the Communication Hub, DuveAI allowed Homaris to reduce processing times significantly. SmartPriority's 90% correctness in priority detection from its initial launch further streamlined their operations, enabling faster and more efficient guest support.

Lukas Buchhammer, Head of Operations at Homaris shared:

> *"As a fully digital rental management company with online check-in rates nearing 99%, maintaining a personal touch has been a top priority for us at Homaris. As we don't have personnel on-site, leveraging AI has become crucial to ensure we can still deliver personalized and timely assistance to our guests. DuveAI has allowed us to efficiently prioritize and address guest messages, and has empowered our support agents with valuable insights, enabling them to respond effectively and enhance overall guest satisfaction."*

Conclusion

DuveAI's SmartPriority has revolutionized Homaris' guest support, elevating their overall service quality. By leveraging SmartPriority, Homaris was able to successfully provide a seamless and satisfactory experience for their guests while driving business growth and success.

About Duve

Duve is revolutionizing guest experience by offering a truly personalized guest experience suite. Duve helps hoteliers create a tailored and digital journey for each and every guest - from online check-in flows that meet the exact needs of each guest, to a web-based guest app with relevant content in the guests' native language, to personalized upsells that increase revenue potential and satisfaction of each guest. By partnering with more than 150 integration partners, across all major PMS's, OTA's, PSP's, Digital Key providers and 3rd-party vendors, Duve helps transform the way guest experience is provided at thousands of hotels of vacation rentals around the world.

Duve products used by Homaris
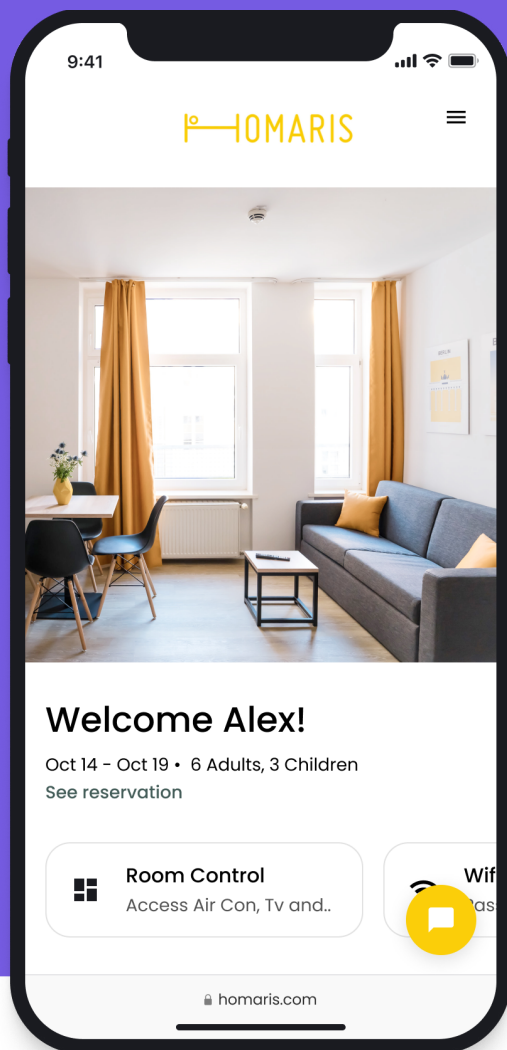
- ✓ DuveAI
- ✓ Scheduled messages
- ✓ Confirmation email
- ✓ Online check-in
- ✓ Digital check-out
- ✓ Communication hub
- ✓ Guest app
- ✓ Digital spots

Don't settle for less. Get Duve Now!

With Duve's online check-in, over 83% of guests complete the check-in process before arrival – leaving your staff time to give each guest a truly personal experience.

Book a demo

www.duve.com