




White Villas Reaches an Unbelievable
5523% ROI by Proactively Utilizing Duve's
Guest App and Upselling Capabilities.



Smart Stay, a property management company specializing in boutique resorts across the Caribbean, embarked on a transformative journey with Duve. The initial implementation of Duve at White Villas, one of Smart Stay's managed boutique resorts, proved to be a success. In this case study, we dive into how White Villas achieved exceptional outcomes in elevating guest experiences and boosting revenue with Duve.

WHITE VILLAS
— TURKS & CAICOS —





Key Challenges

- **Limited Upselling Tools:**

When White Villas was first established, there were no tools set in place to effectively promote and maximize upsell opportunities for many add-on services that they wanted to offer to their guests.

- **Guest Engagement:**

Enhancing guest engagement and providing a seamless platform for guests to access and purchase additional services were imperative goals.

- **Operational Efficiency:**

As their property portfolio expanded, managing multiple properties became increasingly challenging, especially during peak seasons. Ensuring operational efficiency became a critical concern.



Duve's Solution

Smart Stay introduced Duve to White Villas to offer a truly memorable experience for guests. Duve empowered White Villas to efficiently sell both in-house and third-party services, simplifying the upselling process. Duve's advanced communication tools also helped improve guest engagement through scheduled emails, check-in reminders, and digital spots, offering convenient access to the guest app for upsell purchases.

Results Achieved with Duve:

- **Exceptional ROI:** White Villas achieved an unbelievable average monthly ROI of 5523% within just five months of implementing Duve. This exceptional ROI not only significantly boosted revenue but also addressed a critical challenge

during peak seasons. By allowing guests to purchase extra services through the guest app, White Villas ensured that reservations were made in advance before they would be sold out. The purchase process is effortless for guests, as all they need to do is purchase the upsell, leaving the staff to handle the rest. This approach not only optimizes revenue but also enhances guest satisfaction.

- **High Online Check-In Rate:** White Villas reached an impressive 90% online check-in rate, which streamlined the guest arrival process and improved operational efficiency. This efficient check-in process frees up valuable time for on-site butlers to provide personalized attention to guests. Moreover, the team educates guests on how to make the most of Duve's guest app during their stay, contributing to a memorable experience. The positive guest feedback and excellent reviews attest to the success of Duve in enhancing guest satisfaction and operational effectiveness.
- **Personalized Guest Experiences:** With Duve's guest app, White Villas was able to create a week-long trip planner based on the group type and preferences. This personalized approach ensures that guests enjoy a seamless and enjoyable stay without the need to search for activities.





Karim Benchekroun, Co-owner at White Villas, shared his insights:

“Shifting from private villa rentals to boutique resorts, everything was new. After evaluating multiple options, Duve stood out as the best fit. Duve touches every facet of the guest experience – from upsells to the guest app, communication, check-in, and check-out. The results speak volumes: boosted revenue, enhanced guest satisfaction, and unmatched convenience. It seamlessly integrates into our ecosystem, creating unforgettable guest experiences. Our guests love it, and it’s echoed in our exceptional guest reviews.”



Conclusion

The adoption of Duve has revolutionized White Villas' approach to guest experiences and revenue generation. The data speaks for itself, with a remarkable 5523% ROI, and a 90% online check-in rate. As Smart Stay continues its expansion into more properties, Duve remains an invaluable partner, integral to achieving their growth and service excellence goals.

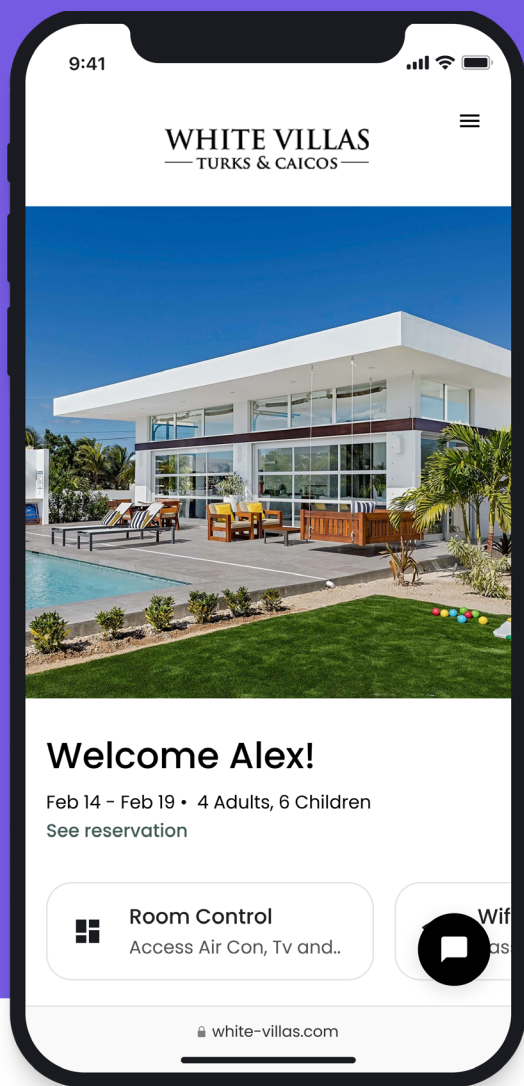




About Duve

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 White Villas



- ✓ Online check-in
- ✓ Scheduled messages
- ✓ Communication hub
- ✓ Guest app
- ✓ Upsells

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