



How HUSWELL Reduced
Response Times by 30% with
SmartPriority Powered by DuveAI.

HUSWELL supports vacation rental and hotel owners with their property's daily management and optimization. HUSWELL's service includes managing check-ins & outs of guests, 24/7 communication with guests, and cleanings & maintenance. In order to allow guests to travel and enjoy carefree, HUSWELL utilizes digital solutions, such as Duve, to offer an enhanced experience for their guests.

With nearly 20,000 reservations on an annual basis, HUSWELL's team faces between 50-100 messages from guests daily. This case study will lay out how HUSWELL leveraged Duve's latest innovation, SmartPriority by DuveAI, to significantly reduce response times and improve their operational efficiency.

HUSWELL®





Key Challenges

- **Manual prioritization of messages:**

HUSWELL would use a manual approach to prioritizing messages by simply deciding which messages were urgent depending on the guest's stage in their journey (pre-arrival, in-house, post-stay). They would identify conversations as either high-priority or no-priority.

- **High number of messages per reservation:**

HUSWELL's guest-facing team is made up of 12 individuals, with 3-4 representatives per shift, who are responsible for all communications with guests from providing support, to performing follow ups, to responding to incoming inquiries across different channels. The team continually searched for additional ways to provide information to guests in a more accessible way in order to reduce the amount of messages being received per reservation.

- **Long response times:**

Without any tool to automatically direct HUSWELL's attention to urgent matters first, it was difficult for HUSWELL to stay organized and on track. They searched for methods or tools that would help them reduce response times so that additional time could be allocated to other resources.

Duve's Solution

As a trusted Duve customer, Huswell was amongst the early adopters of SmartPriority powered by DuveAI. With SmartPriority, conversations in Duve's Communication Hub are automatically analyzed and assigned priority levels (low, medium, or high), allowing Huswell's team to efficiently address the most important messages first.

Results Achieved with DuveAI's SmartPriority:

- **Automated multi-factor prioritization:** With SmartPriority's multi-factor approach, conversations are automatically prioritized for HUSWELL based on three main factors - the stage in the guest journey, the inquiry topic, and the sentiment or tone of voice of the message. Not only are conversations marked as priority or not, but they are also assigned a specific priority-level, allowing the HUSWELL team to address the most urgent messages first.
- **Average messages per reservations reduced:** HUSWELL noted that due to Duve's continuing innovations, they were able to reduce the average number of incoming messages per reservation from 16 to 12 messages. Not only was this enabled by SmartPriority, but this also was thanks to Duve's ongoing innovations such as their new Guest App. The significant improvement in the UI and navigation of Duve's Guest App has allowed HUSWELL's guests to access information in a much more efficient way, limiting the amount of questions sent to HUSWELL's team.
- **Reduced response times:** HUSWELL was able to reduce response times and noted that prior to SmartPriority they were able to address up to 50% of messages within 10 minutes, whereas with SmartPriority they have successfully responded to 80% of messages within the same time frame of 10 minutes.



Jean-Paul Godfroy, CEO and Founder at Huswell highlighted his feedback on why DuveAI's SmartPriority is a vital tool for hoteliers that want to keep up with the emerging trends in hospitality:

“We are living in a world where ‘instant’ is becoming the norm. If a year or two ago the main trend we were seeing was the need for ‘self-service’, now we are noting that end users – or in our case, guests – are no longer interested in having to search for what they need, they now expect immediacy. DuveAI is helping achieve those guest expectations in customer service by allowing us to immediately attend to their needs, especially when those needs are urgent.”

— Jean-Paul Godfroy, CEO and Founder at Huswell.



Conclusion

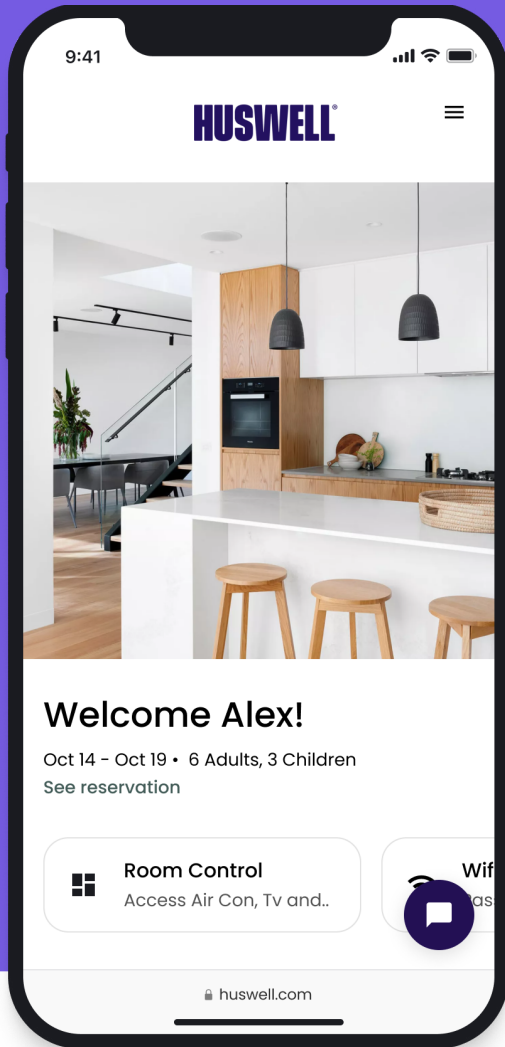
DuveAI's SmartPriority has not only helped HUSWELL improve their operational efficiency by reducing response times and reducing the average number of messages per reservation, but it has also given them deeper visibility into the recurring urgent messages that they receive. This tool allows HUSWELL to better understand their guests' needs and optimize their activities in order to meet those needs.



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 HUSWELL



- ✓ 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](#)

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