



How Duve helped increase guest satisfaction scores at Sofitel London St James.

Sofitel London St James, the flagship 183-room hotel in the heart of London under the Accor brand, was looking to enhance its guest experience through personalized communication and to make improvements in the efficiency of its operations. To achieve these goals, the hotel turned to Duve, aiming to enhance guest satisfaction, streamline workflows, and improve guest engagement. The decision to integrate Duve was guided by the hotel's continual commitment to providing a personalized experience for each of their guests.

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Challenges

- **Tailoring communications for diverse guest profiles:**

Sofitel London St James was continuing to look for ways to deliver personalized and segmented communications to the wide range of different guest profiles that choose to stay with them, including new and returning guests, couples, families, and those celebrating special occasions. The hotel needed a solution that could craft tailored messages for each segment, ensuring every interaction felt personal and genuine.

- **Streamlining staff workflows and automating tasks:**

In order to really personalize communications with their guests the team at Sofitel had a heavy workload with mainly manual processes, especially in managing guest communications and pre-arrival preparations. The previous approach involved sending individual emails and juggling multiple platforms for SMS and email, leading to an inefficient use of resources.

- **Enhancing guest experience while maintaining luxury brand standards:**

Sofitel aimed to elevate their guest's satisfaction throughout the entire guest journey. The challenge was finding a solution that could not only enhance the guest experience but also seamlessly align with and reinforce the hotel's luxury brand reputation.



Duve's Solution

Duve provided Sofitel London St James with a comprehensive platform that allowed for the creation of personalized and segmented communication flows, automated manual tasks, and facilitated pre-arrival upsell opportunities. The solution was fully integrated with the hotel's PMS, ensuring that all guest information was centralized and accessible.

Results Achieved with Duve:

- **Enhanced personalization and increased guest satisfaction scores:** Duve enabled Sofitel to tailor communications, segmenting messages based on guest profiles such as those celebrating special occasions, travel group types, or first time vs. returning guests. This level of personalization ensured that every interaction was relevant and personalized. Sofitel St James have noted an increase of over +1% in their guest reputation/satisfaction scores year over year, acknowledging the fact that Duve has contributed to this achievement.



- **Streamlined staff workflows and enhanced efficiencies:** The integration of Duve significantly reduced the administrative burden on the Sofitel team by automating previously manual tasks. Where the team once managed communications across multiple platforms, Duve consolidated these processes into a single, efficient system. By enabling the hotel to receive additional guest information relating to their stay, as well as estimated arrival times in advance, Duve allowed the team to better prepare for each guest's arrival, optimizing operational readiness. This proactive approach not only improved the arrival experience for the guest, but also efficiencies by streamlining team workflows, allowing them to allocate resources more effectively. With less time spent on administrative work, the staff could focus more on face-to-face interactions, ultimately elevating the overall guest experience.
- **Elevated guest experience and ROI from pre-arrival upsells:** While the primary goal was to enhance guest communications and their overall experience, Sofitel recognized the broader potential of Duve's solution throughout their operation. By leveraging Duve's automated, targeted pre-arrival messaging, the team not only elevated guest experiences but also increased incremental revenue through upsells like room upgrades and food and beverage add-ons. These offers were specifically aligned with guests' occasions and preferences, ensuring that each interaction felt personal and maintained the luxury brand's standard, rather than a generic approach of mismatching an offer to the incorrect guest.



Todd Debreceeny, Hotel Manager at Sofitel London St James, shared:

“Duve has helped further improve the way we engage with our guests by enabling our team to better understand and connect with each guest. It has transformed our communication from a fragmented, manual approach into much more of a seamless and personalized experience. We now receive essential guest information before their arrival, allowing us to make and build upon a personal connection in advance and to ensure they feel welcome even before they arrive. This initiative has helped us to further enhance both our guest satisfaction and our team’s efficiency. Additionally, the platform aligns perfectly with our luxury brand, and the support and flexibility provided by the Duve team throughout has been remarkable.”



Conclusion

Duve has become an integral part of Sofitel London St James' strategy to enhance guest experience and streamline operations. By automating pre-arrival tasks and personalizing communications, Duve has helped the hotel maintain its reputation for excellence while adapting to the needs of their guests. The partnership with Duve continues to drive positive results, making it an invaluable tool for the hotel's ongoing success.

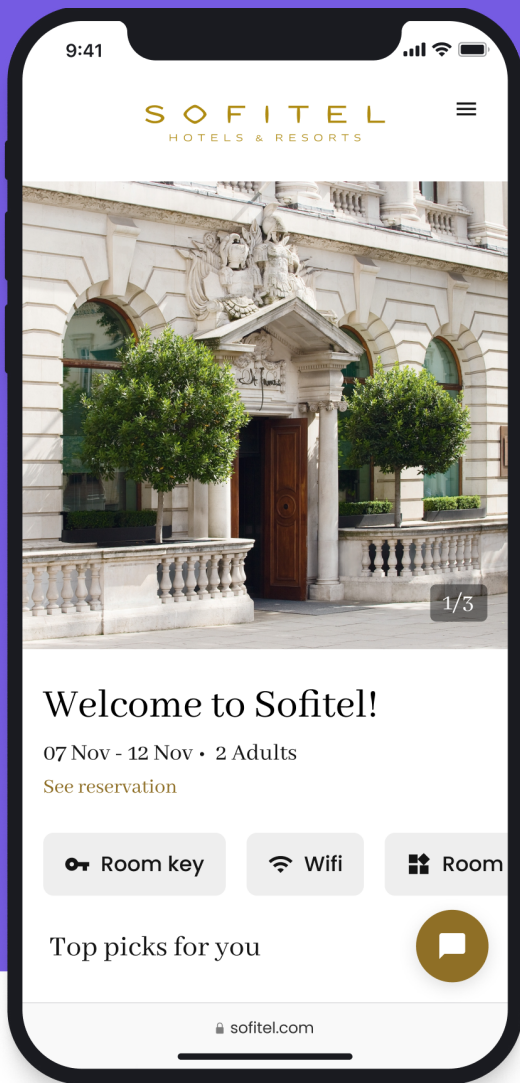




About Duve

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 Sofitel London St James



- ✓ Online check-in
- ✓ Upsells
- ✓ Guest app
- ✓ Scheduled messages
- ✓ Communication hub
- ✓ QR Codes
- ✓ Check-out

Don't settle for less. Get Duve Now!

With Duve's online check-in, over 73% of guests complete the check-in process before arrival – leaving your staff time to give each guest a truly personal experience.

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