



Client - background

There is a desire to integrate new, digital processes into hotel operations and offer them to guests as an alternative to the front desk.

Solutions

Online check-in including digital registration form, digital payment, automated guest messaging, digital guest folder and check-out

Benefits

Time saving & flexibility for the guests, relief of the reception in peak times, time shifting of work steps, more time for personal guest service.

Digital check-in and check-out at the Estrel Hotel Berlin with strav

The Estrel Hotel Berlin, Europe's largest hotel, congress and entertainment center with 1,125 rooms, has decided to digitalize its check-in and check-out process and has relied on strav's solutions. The hotel sees the digitalization of its processes as a decisive factor for its competitiveness. According to Ralf Gross, Director of Front Office at Estrel Berlin, the reasons for purchasing the digital solution were to offer guests an alternative, to save time for guests, and to reduce the workload on the front desk.

Why strav?

After a review of the market and discussions with many providers, the hotel decided on the solution from strav. In addition to his positive gut feeling right from the start, Gross cites strav's great willingness to listen to the wishes and needs of its customers as reasons for the decision. Furthermore, in his opinion, strav had the greatest and most effective development in recent years.

What is possible now?

With the help of strav, it is now possible to provide guests with convenient check-in and check-out, which can also be handled via their own smartphones. The web app technology enables access to the solution from all end devices without the need to download a traditional app. This results in a higher usage rate and faster processing. In addition, guests can make their payment and change the billing address, as well as complete the digital registration

form with a signature via strav's solutions. Guests are automatically reminded to fill out the registration form, make the payment or check out. This reduces waiting times, allows more time for personal guest service and reduces errors in the process.

Implementation and handling

Implementation and onboarding went smoothly. Cooperation and support from strav was rated as very good. "There is really nothing to complain about here at all. Our contact persons had open ears at all times and were always there to support us," says Ralf Gross.

The acceptance of the guests was also quickly higher than expected. Depending on the guest clientele and booking channel, the Estrel Berlin receives several hundred registration slips via strav on good days. Since the introduction of our solution, the work processes have changed: The front staff now manages more check-ins in the same period of time or, alternatively, has more time for other service.

Finally, Ralf Gross once again emphasizes the advantages of the solution: "We can customize all content and the design of the web app. Around 80% of check-ins are now carried out online. Using digital processes has proven to be an effective way to provide our guests with a convenient and fast check-in experience, while at the same time reducing the workload on our staff. **"We can fully recommend strav to others."**

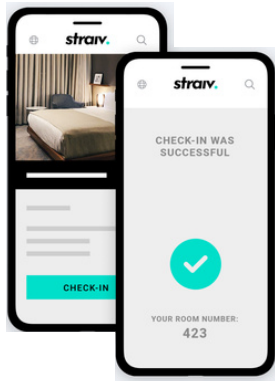
Are you also interested in digitalizing your check-in process?

Arrange an online appointment with our experts now!



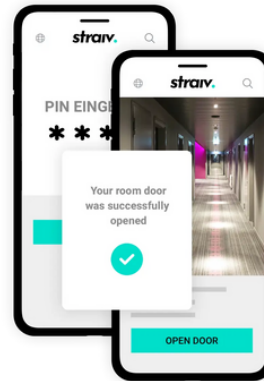
Our solutions at a glance

Digital Check-in



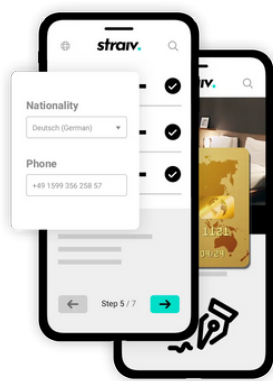
With strav, hotel guests check in digitally via their own smartphone or a check-in kiosk. Hotels avoid long queues and dissatisfied guests at reception, and hotel staff are relieved. The solution is available on every mobile device of your guests - without downloading an app.

Digital door opening



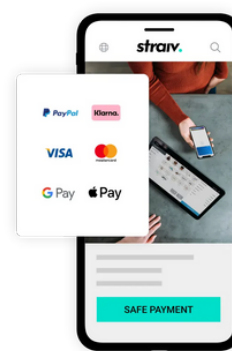
With strav, hotel guests open the room door digitally via their own smartphone. This saves time and eliminates the need to code the room card.

Digital registration form



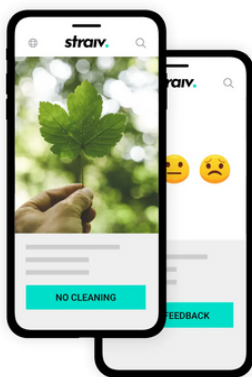
Hotel guests fill out the registration form digitally and contactless with their own smartphone. This does not require an app download. The digital registration forms are automatically saved as PDFs and can be quickly located when visiting authorities. You avoid waiting at the reception.

Digital payment



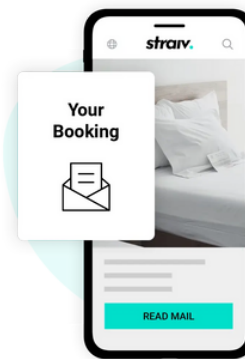
Enable your guests to have a pleasant payment experience. Complex processes are transferred into a clear payment platform.

Digital guest directory



Offer a contactless service in the hotel with the digital guest wallet. With our digital guest portfolio you will increase additional sales, optimize room cleaning, receive better guest feedback and get more direct bookings

Guest Journey Messaging



Save time and relieve your staff. With Guest Journey Messaging, sending messages to your guests is completely automatic. You no longer need to create and send emails or SMS manually.