

SAND

Lifestyle Hotel: Sustainability meets digitalisation

Results with Customer Alliance:

4,649

Reviews
Collected

4,895

Pre-stay surveys
sent

0

Paper used



SAND Lifestyle Hotel

Established in: **2005**

Location: **Timmendorfer Strand, Germany**

Number of rooms: **< 100**

With Customer Alliance since: **2019**



The Challenge: Digital gap

Located on the Baltic Sea, SAND Lifestyle Hotel has welcomed holidayers for the past 16 years. From its recycled teak furnishings to the bio wine it serves, SAND's identity is leisure meets sustainability.

If it sounds like the SAND Lifestyle Hotel is for a younger generation, it is.

However, two years ago the hotel's target audience was missing the digitalisation common to other hotel experiences—contactless check-in, personalised experiences, and resolving problems digitally without having to go to the front desk. Additionally, to gain online visibility to even be found by this group, the boutique hotel needed to accrue more reviews to increase its online visibility.

Moving beyond its target audience, the SAND Lifestyle Hotel also desired to digitalise in an effort to be more green by removing paper communication.

The SAND Lifestyle hotel decided to grow its digital communication to further build its personalized, eco-friendly lifestyle brand.

The coastal hotel partnered with Customer Alliance, a European Voice of the Customer platform.

4 communication challenges:

- Lack of pre-stay information to personalise stay
- Unable to perform contactless check-in
- Brand identity wasn't clear to potential guests
- Too much paper usage, which wasn't sustainable

Action:

Communicate with a VoC platform

Utilising Customer Alliance's platform, the SAND Lifestyle Hotel updated its guest journey to include a pre-stay survey.

Once a guest books a room, they are automatically sent a survey created by the hotel asking them for their check-in information as well as personal preferences. This allows for contactless check-in as well as opportunities for the hotel to upsell their services such as special breakfasts, massage treatments, and bike rentals.

The hotel also uses the platform to inform guests of their sustainable and adult-only identity and provide any additional information. This proved to be the perfect tool during Covid-19 when rules were ever-changing. Guests would be informed of things like Covid-19 testing rules, when to wear masks, and which services might be different during this time.

SAND's owner, Marion Muller, says,

"Our theme here is, 'Live again'."

She said despite the pandemic, the hotel remained busy and attributes much of this to their ability to communicate digitally.

The screenshot shows a digital survey titled "Pre-check in". At the top, it asks users to provide feedback to improve services. Below this is a language selection dropdown set to "English". The survey consists of six numbered steps:

- 1. Your name (required)**: A text input field with the instruction "Please provide your first and last name" and a "ENTER to go to the next question" prompt.
- 2. Name of the accompanying person (required)**: A text input field with the instruction "Please enter the first and last name" and a "ENTER to go to the next question" prompt.
- 3. Your date of birth (required)**: A date picker widget with a "Pick a date" button.
- 4. Your home address (required)**: A large text area with the instruction "Street, number, postal code, city, country" and a "ENTER to go to the next question | CTRL + ENTER to make a line break" prompt.
- 5. Mobile phone number (required)**: A dropdown menu for country codes.
- 6. Your email address (required)**: A text input field.

The Result: Enhanced and sustainable communication

Personalised experiences

With the pre-stay survey, Hotel SANDS was able to offer personalised experiences to their guests and a contactless check-in process. The staff could determine which services and rooms to offer the guests and also exchange important pre-arrival information for excellent expectation management.

In the past 18 months, the hotel has sent out **4,895 pre-stay surveys** which have allowed the hotel to win in both efficiency and in the guest experience.

Contactless feedback

Once onsite, guests provided staff with **feedback via WiFi or a QR code**. They didn't need to go to the front desk or step out of the room to make a request. Being able to **act on guest feedback in real-time meant the staff could resolve issues or fulfill guests' wishes immediately**, resulting in greater transparency and ultimately, a major increase in guest satisfaction.

Ms. Muller says,

"You have to listen to the voice of the guests. They want to tell you something and even if they don't come back, it's good to know why. You can get so much information from how we are as a hotel and the guest experience."

Online reputation growth

After guests have departed, SANDS Hotel sends them a review invitation survey, inviting guests to leave their feedback on major review sites like Google or Booking.com. **They've collected 4,649 reviews to date, greatly expanding their online presence.**

Ms. Muller adds that they can answer reviews quickly and easily via the Customer Alliance platform, showing guests the hotel values their feedback and acts on it.

No hassle GDPR

The hotel also plans to implement an automated newsletter sent to guests a week or two after departure offering them a discount to encourage their return. The hotel doesn't need to worry about General Data Protection Regulation (GDPR) details, as they trust Customer Alliance to ensure they are GDPR-compliant when communicating with their clients.

Eco-friendly communication

In line with its environmentally-conscious stance, the SAND Lifestyle Hotel reduced its paper usage to 0 regarding guest communication. **Paperless check-in, paperless surveys, and paperless requests not only proved to be more efficient but 100% more green.** This was a major win for the hotel.

In summary, by implementing digital communication with Customer Alliance, the SAND Lifestyle Hotel truly listened to the voice of the guests. In doing so, it achieved an advanced and more sustainable manner of interacting with guests, staying fully booked despite the recent pandemic.

Digital communication timeline

Pre-stay

- Share brand identity
- Get guests' check-in details
- Send hotel rules/info

Onsite

- Contactless check-in and check-out
- Get actionable feedback
- Resolve problems digitally

Post-stay

- Invite guests to review
- Send thank-you message
- Easily respond to all reviews
- Email newsletter boosting loyalty

[Schedule a free demo](#)

