



The ultimate guide
to online check-ins
with Duve.

Much like how breakfast sets the tone for a productive day, the hotel check-in process is the pivotal first step in a guest's journey, laying the foundation for their entire vacation experience. Choosing the right online check-in tool helps facilitate a better guest experience for the rest of the stay, not only by setting the tone, but also by helping hoteliers unlock valuable guest insights that the staff can use at later stages of the guest journey to tailor communications or add-on offerings. This guide aims to provide hoteliers and hosts with valuable insights into the significance of the hotel or vacation rental check-in process and how optimizing it can enhance the overall guest experience. We will emphasize the pivotal role of check-in as the primary phase of the guest journey, diving into the benefits of online check-in, ways to encourage its adoption, strategies to boost Online Check-In (OCI) rates, and tips on how to evaluate the success of different OCI tools.





The importance of online check-in

In hospitality, online check-in is one of the most important functions, delivering two main benefits as well as many secondary benefits. It both streamlines the guest's arrival process by reducing reception queues at check-in, and also presents a golden opportunity for hoteliers to gather essential guest information which can be used for personalization at later stages of the guest journey.

Streamlining the arrival process:

Before a guest even sets foot on your property, their experience with your business has already begun. The first impression, often formed through the check-in process - whether online or in-person - is crucial and can set the tone for the entirety of their stay. Therefore choosing the right tool and method - or combination of methods - is crucial to ensure that guests start their experience positively and that your staff is freed from mundane tasks, enabling them to focus on the core of hospitality: delivering the personalized attention that every guest deserves.

Enriching guest profiles for personalization:

Online check-in is essentially the first touchpoint where hoteliers and hosts are able to collect valuable data both about the reservation holder and the fellow travelers. This data, when utilized effectively, can pave the way for tailored services and enhanced guest interactions, ensuring a memorable stay from start to finish. As guests navigate their guest app throughout their stay, the significance of collecting personal information during check-in becomes evident—it empowers hoteliers to tailor the experience, spotlight relevant content, and showcase add-on offerings that specifically interest the guest. A personalized guest journey - enabled through online check-in - significantly boosts guest satisfaction, helping businesses drive positive guest reviews and repeat bookings.



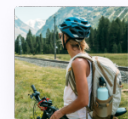
Family vacation

Book a parking space


From €19

Kids club activity

- _____
- _____
- _____



New Forest Cycle Hire
From €25



Eiffel Tower skip the line tour
From €20



Disneyland Paris 1-Day Ticket
From €100

Romantic vacation

Breakfast for two


From €30

Most romantic places in paris


- _____
- _____
- _____



Special couple spa package
From €100



Cheese Platter
Best Seller
From €20



Romantic kit
From €25

Implementing diverse online check-in strategies with Duve

While the ideal scenario is for guests to check in online before arriving at the property, the reality is often different, since each guest has unique behaviors and preferences.

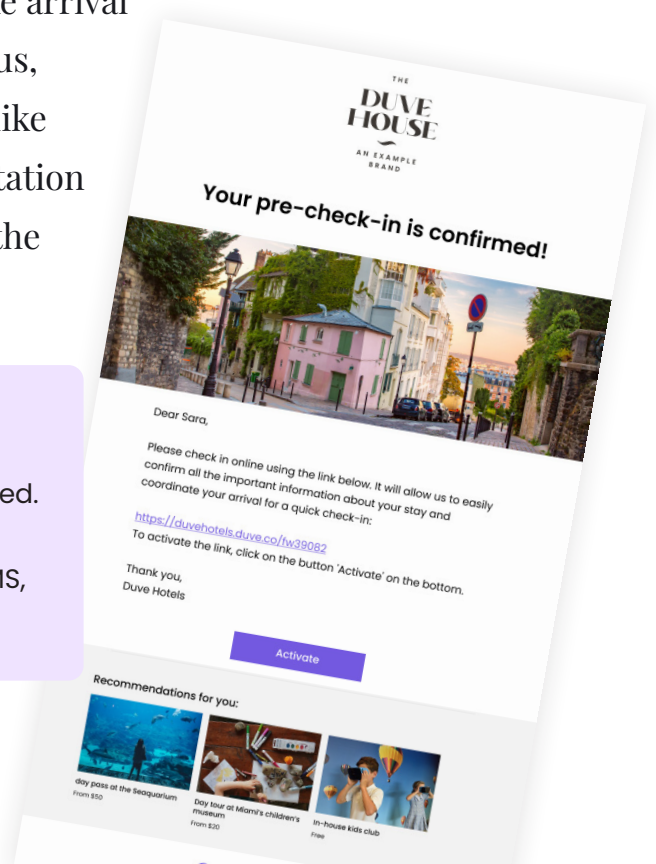
Duve offers a variety of methods to cater to these diverse needs. Let's take a look at those methods below:

1. *Automated communications*

At Duve, our top recommendation is to establish automated communications or what we call 'Scheduled Messages'. Set up messages to be sent to guests 1-3 times before their arrival via your chosen channels - SMS, Email, WhatsApp, or a mix of these. Once set, Duve automates the sending based on your predefined conditions. By encouraging guests to check-in before their arrival, you're able to gather valuable information like arrival times or personal preferences in advance. Plus, it paves the way for upselling opportunities, like room upgrades, early check-ins, or transportation services, based on the data collected during the online check-in.

i How to build in Duve:

Navigate to Settings > Communication > Scheduled. Here you can craft and initiate your scheduled messages across various mediums like email, SMS, WhatsApp, and chat. Explore further details [here](#).



2. Self check-in via QR codes

Guests have arrived but haven't checked in yet? Implement QR codes in your lobby, allowing guests to check-in from their smartphone while enjoying a refreshment, avoiding long reception queues.

i How to build in Duve:

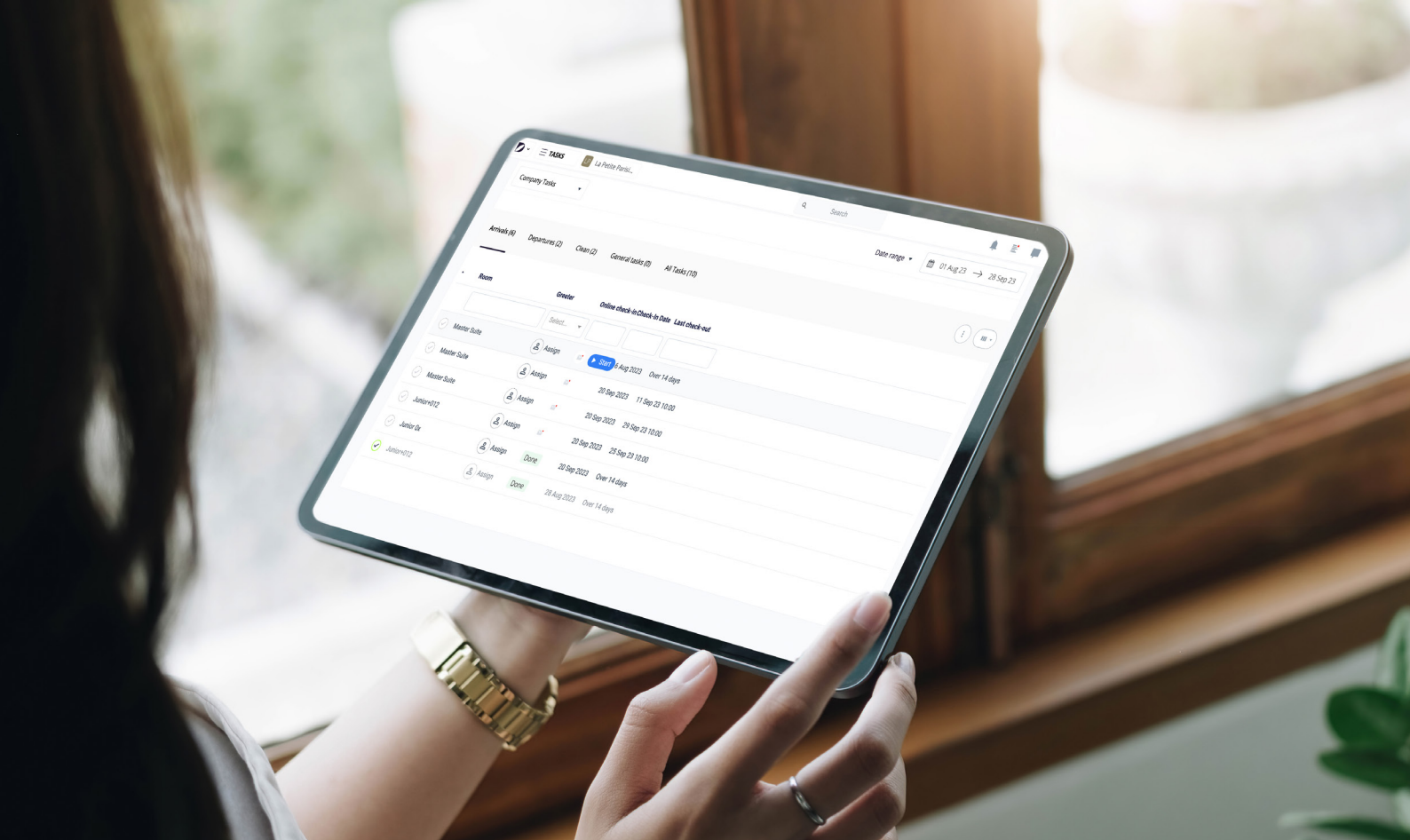
Navigate to Settings > Digital Spots. Here you can create and download a digital spot that will lead to the online check-in. Learn more [here](#).

3. Self check-in via Kiosks

Another alternative to self-check-in, is to allow smooth guest check-ins via kiosk systems that Duve integrates with. By providing guests with a unique number or QR code, guests can direct themselves to a kiosk screen at the entrance of a property and complete the check-in from there on their own. The kiosk manages the entire check-in process from scanning IDs, to obtaining payments, offering add-on services and even generating keys. Hoteliers embrace self-service kiosks to ease check-in complexities and cut reception queues.

i How to integrate a self check-in kiosk:

To learn more about which kiosk providers Duve integrates with, speak to a Duve expert. If you are already using a preferred kiosk provider, you can request integration, and we will explore the option of integrating with your chosen provider.



4. *Tablet check-in*

Complementing self-check-in, staff can use tablets to assist guests with the process. With Duve's support of tablet check-ins, staff can either initiate a new check-in, pick up where the guest left off, or complete only specific mandatory steps of the check-in, ensuring a smooth start to their stay. Tablet check-ins essentially allow every staff member to assist receptionists - helping you better manage the workload at the reception, and ensuring no guest is left waiting, even during peak times.

i How to operate in Duve:

Navigate to your Tasks page and locate the relevant reservation. Within the reservation, navigate to the Online check-in tab and hover over it to access the 'Start' option.

Tips to boost online check-in rates

To maximize the conversion rate for online check-ins, a strategic blend of online check-in methods is essential. Duve's clients have achieved impressive results, with an average online check-in rate of 73% for hotels and 83% for vacation rentals.

Here are some proven strategies our team recommends to motivate guests to check in online with Duve:

TIP #1

Use incentives

Offer guests vouchers for complimentary welcome drinks or other perks when they check in online before their arrival.

TIP #2

Offer early bird specials

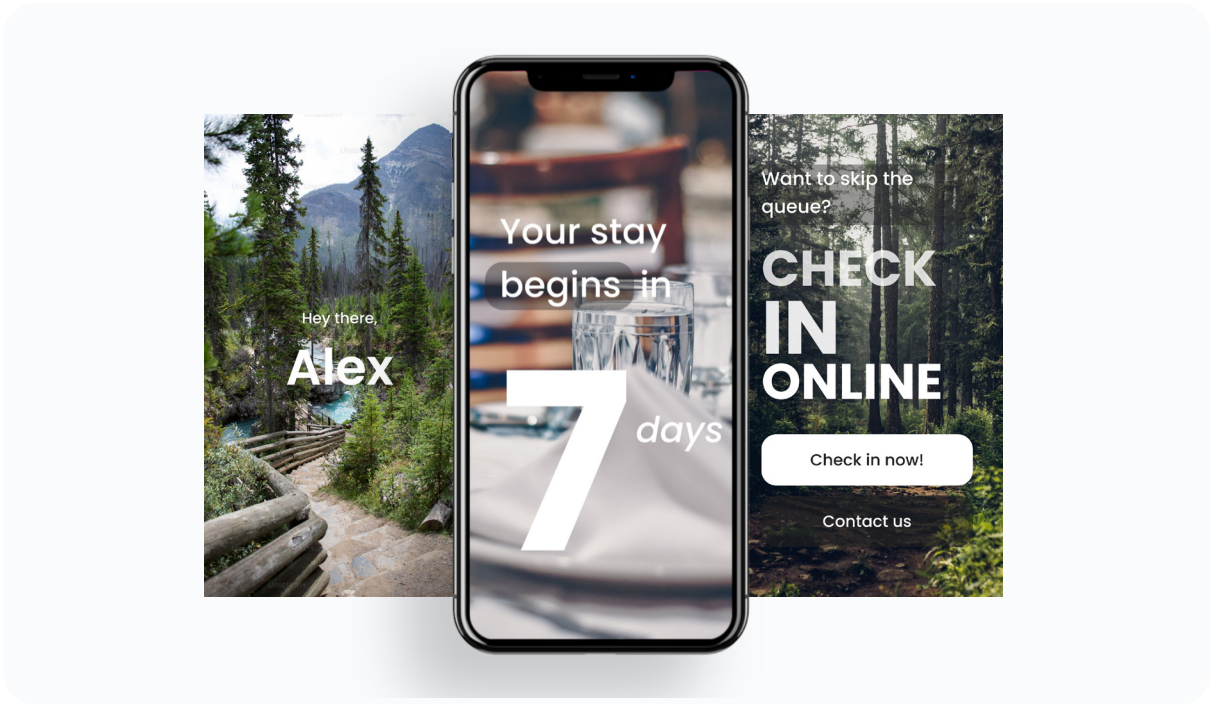
Provide room upgrades at discounted rates for guests who complete online check-in at least 24 hours before their arrival.

TIP #3

Engage with a personal touch

Duve's Motion, an extension of the Communication Hub, empowers hoteliers to craft dynamic personalized videos that increase guest engagement across their journey. These videos, which can be integrated via the Guest App, WhatsApp, Chat, SMS, or Email, spotlight the property and strategically guide guests to initiate online check-in. Leveraging dynamic parameters and tailored calls-to-

action, Motion visually reinforces the hotel's brand and elevates guest interaction, leading to increased online check-in rates.



TIP #4
Promote its benefits

Display clear signs with QR codes in your lobby highlighting the convenience of online check-in, explaining how it ensures a smoother start to their vacation.



Utilizing online check-in for revenue generation

Online check-in is more than just a convenience; it's a tool for revenue generation. Not only does online check-in help you streamline operations and provide insights into guest preferences, but most importantly, it opens up new avenues for sales. By integrating add-on services into this essential step of the guest journey, you present guests with tailored opportunities to enhance their stay, leading to immediate revenue growth.

Consider the power of personalization. If a guest indicates they're arriving by flight at 9 am, Duve's online check-in can automatically suggest early check-ins and transportation services. This ensures you're pitching the right service to the right guest at the perfect moment - helping you drive higher revenues, while enhancing the guest experience even before they set foot in your property.

Duve's online check-in also allows for custom questions, further refining the guest experience. Knowing a guest is on their honeymoon can help you automatically suggest a romantic couple's massage, while knowing they're traveling with kids will allow you to offer discounted zoo tickets, for example. Driving higher sales is all about understanding and anticipating guest needs.

Hoteliers and hosts have shared the positive impact that Duve's online check-in has had on their revenues:



Les Bulles De Paris:

With minimal staff intervention, they could sell early check-ins and special occasion packages directly through the Guest App.



Pick A Flat:

Guests were seamlessly offered transportation services during online check-in, allowing easy reservations for personal drivers from nearby transit points. With Duve's integration, a single 'Pay' click shared all necessary arrival details with the transportation provider.



Costa Rentals:

Costa Rentals witnessed a direct impact on their ancillary revenue with guests automatically purchasing early check-ins through their online check-in process. Overall they noted a 174% ROI just from selling early check-in and late check-out.



An Island Apart:

Achieved a 1120% ROI by leveraging Duve to sell transportation, early check-ins, and even tours during the island's peak season.



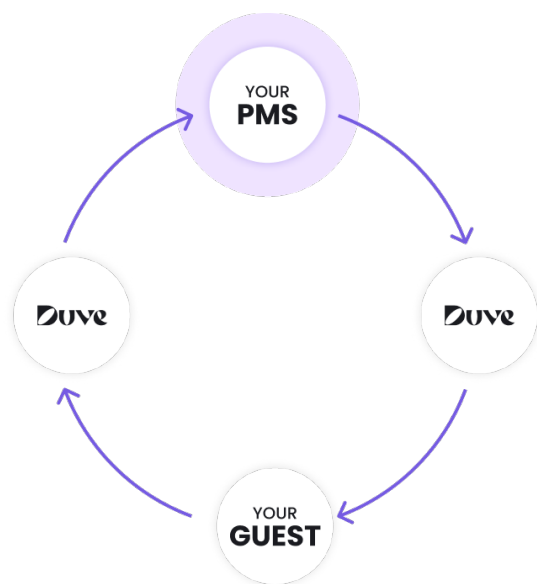
IsRentals:

Experienced a 665% ROI with Duve, primarily from automated early check-in sales.

Evaluating success of online check-in tools

As previously discussed, online check-in holds a pivotal role in the guest journey. It offers a chance to make a strong first impression, gather valuable guest information, and generate additional revenue through add-on services, all before guests arrive at your property. This makes selecting the right online check-in tool a crucial decision.

Consider the following key capabilities when making your choice:



— Seamless integration into an existing tech-stack:

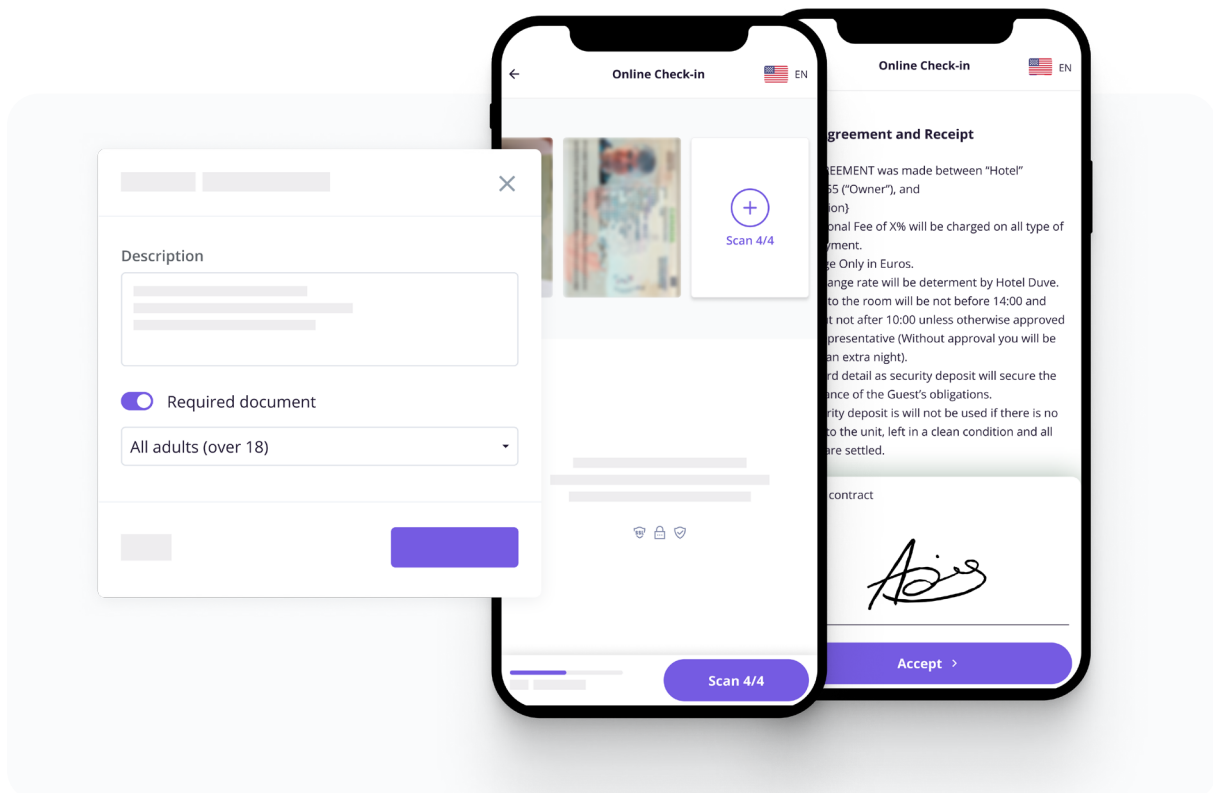
For starters, hoteliers and hosts should be looking for a solution that seamlessly integrates into the rest of their tech stack, allowing for an easy flow of information between systems. It should be able to combine all information from different systems such as your property management system, mobile key provider, and payment service provider - to build the most enriched profiles possible for your guests.

— Ability to verify email addresses:

Collecting verified email addresses of both the reservation holder and their fellow travelers is crucial to build a strong relationship and maintain loyalty with customers later on.

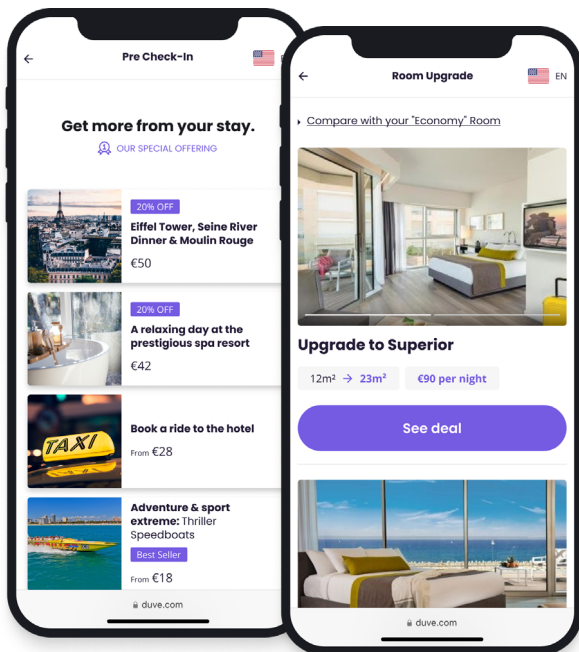
— **Ability to collect document scans and e-signatures:**

Gathering e-signatures of registration cards as well as guests' document scans is a crucial aspect of the check-in process. This streamlined approach ensures efficient verification before guests' arrival, saving time and enhancing property security.



— **Opt-in marketing capabilities:**

After being able to verify email addresses, it's crucial to ensure that there is a way to have those email addresses stored for post-stay marketing purposes and therefore having the opportunity to invite guests to opt-in to marketing communications is crucial.



— **Drive revenue from add-on services:**

Ensure that you're maximizing the potential revenue of each guest by having the ability to automatically offer add-on services during the online check-in process such as early check-ins, transportation, and room upgrades.

In cases where guests haven't completed the online check-in process despite the provided recommendations, there's no need to worry. Duve offers expert tips to guide guests into the digital journey, even if the initial step was missed:

— **Utilize Duve's digital spots:**

These QR codes can be placed within rooms, leading guests to Duve's guest app. This ensures guests have access to all digital necessary information in their native language, enriching their overall experience.

— **Leverage Duve's automated communication capabilities:**

Set up automated welcome messages triggered when a reservation status changes to "checked-in." These messages serve as an invitation for guests to explore the guest app, ensuring they enjoy the best possible experience during their stay.

By implementing these expert tips, you can guarantee that guests who missed the initial online check-in phase are seamlessly integrated into a personalized digital journey.

Conclusion

The data collected during the check-in process is invaluable. It allows for the enrichment of guest profiles, leading to enhanced personalization and fostering guest loyalty. Integrating this enriched data back into the Property Management System (PMS) ensures a seamless experience for both guests and hotel management.

The initial interaction a guest has with a hotel, primarily through the check-in process, sets the stage for their entire stay. This guide has highlighted the benefits of online check-ins, which go beyond operational efficiency. They present opportunities for personalization, enhanced guest engagement, and revenue generation. The strategies and tools, particularly those provided by Duve, are tailored to meet the varied needs of guests, ensuring a smooth and memorable beginning to their journey. Adopting these strategies and a strong online check-in tool sets the foundation for a successful guest experience, and will help you achieve improved guest satisfaction, increased loyalty, and revenue growth.



Here's what some hoteliers and apartment hosts had to share about Duve:



Before Duve, we generated 0€ revenue with early check-ins. Now, it's one of our best-sellers with more than 14,500€ generated.



Quentin Rémy
Deputy Director of Revenue & Reservation at The Gate Collection



I can't even remember how we did it before Duve.



Richard Maurin
CEO, Charles Hope Apartments



We get a 97% online check-in rate with our guests in Duve, and it makes a huge difference in our ability to communicate with them without meeting them in person.



Ann-Tyler Konradi
Co-Owner, The Yurtopian



Duve raised our monthly revenue by 150%, and since most of our guests check in prior to their arrival, we now have more time to interact with our guests.



Dani Matusevich
GM, Tech and Innovation Manager, Brown Hotels

64+
Countries

100+
Integrations

1050+
Customers

250k+
Engaged guests / mo

DuVe

Think professional. *Be personal.*