

New York Boutique Hotel Uses Routier to Surpass Rewards Member Sign-Ups by Over 74%

Our client, a New York boutique hotel, was struggling to meet their quarterly Rewards Member sign-up target. They were having trouble identifying guests that were at the loyalty tipping point and did not have the tools to send the right message to the right guest at the right time.

After our client implemented Routier, they had a direct and constant channel of communication with their guests. They were able to get a real-time pulse on guest sentiment and guest satisfaction in order to identify satisfied and unsatisfied guests and proved them with the appropriate follow ups.

In the case of unsatisfied guests, the staff received real-time alerts and notifications in order to perform immediate guest issue recovery. In the case of satisfied guests, or guests that became satisfied after their issues were solved, the hotel was able to identify them and offer them a chance to join the brands' Rewards Program while the experience was still fresh in their minds.

With Routier, the hotel was able to send the right message to the right guest at the right time, enabling them to surpass their Rewards Member sign-up target by over **74%**

"Routier helped us connect with our guests in a way that we could never do before! Finally we were able to know what was going on in our hotel 24/7 and make sure that everything was running smoothly."

-General Manager