



**Bridging Technology with Hospitality:
How Maison Mere Personalizes Their
Guest Experience with Duve.**

Maison Mere, a boutique hotel in the heart of Paris, prides itself on offering a unique and personalized guest experience. With a strong focus on guest relations, the hotel aims to make every guest feel at home. However, with the evolving demands of the digital age and the desire to further enhance their guest experience, Maison Mere sought a solution that would seamlessly integrate with their operations. Enter Duve, a suite of tools designed to revolutionize the hospitality experience.





Key Challenges

- **Limited Personalization:**

Before Duve, Maison Mere faced challenges in personalizing the guest experience. The previous guest experience tool they were using lacked the flexibility to offer tailored pre-stay surveys, leading to generic questions asked to all guests. This also led to a lack of personalized communications between the guest and hotel staff.

- **Difficulties managing the guest experience platform:**

With the previous tool they were using, Maison Mere experienced many issues and delays when requiring to perform changes or needing assistance.

- **Inefficient Upselling:**

The hotel lacked the capability to offer personalized upsells, missing out on potential revenue opportunities.



Duve's Solution

Duve's guest experience suite equipped Maison Mere with the tools necessary to enhance their guest experience. From tailored pre-arrival processes to efficient multi-channel communication, Duve enabled the hotel to create a unique journey for each guest, ensuring a personalized and memorable stay.

Results Achieved with Duve:

- **Enhanced Personalization:** Duve's online check-in enabled Maison Mere to gather specific details about guests' trip purposes and preferences, like their favorite color. This information was then utilized for personalized touches, such as placing flowers in the guests' preferred color in their rooms or incorporating the details into daily message cards from the staff to the guests. Additionally, by requiring guests to scan passports or identification cards in the online check-in, the front desk staff not only saved time at the reception, but could also recognize guests from their passport photos to personally greet them at their arrival.

- **Effective Upselling:** Duve allowed Maison Mere to offer tailored upsells based on information provided in the online check-in, increasing revenue opportunities. For example, Maison Mere could automatically offer a love kit add-on for guests that specified that they were on a honeymoon, while they would automatically offer pet kits for guests that specified that they're arriving with their pets. Additionally, the hotel successfully advertised its new restaurants via Duve, leading to increased bookings.
- **Excellent customer service:** With Duve we completely control everything and we have a dedicated customer success manager that is always available for us.
- **Boosted Guest Satisfaction:** By automating the online check-out process and gathering feedback, Maison Mere could collect feedback from guests about their experience before they've left the property. They noted an impressive average rating of 4.8. Additionally, guests who rated their stay 4 or higher were encouraged to leave a review on Tripadvisor, further enhancing the hotel's reputation.



Conclusion

Maison Mere's collaboration with Duve showcases the transformative power of digital tools in the hospitality industry. By addressing key challenges and leveraging Duve capabilities, Maison Mere has set a new standard for personalized guest experiences. As they continue to innovate and adapt, Maison Mere remains committed to ensuring every guest feels like they're stepping into their "mom's house," a place where they are known, valued, and cared for.



Clémentine Merle, Guest Relation Manager at Maison Mere shared.

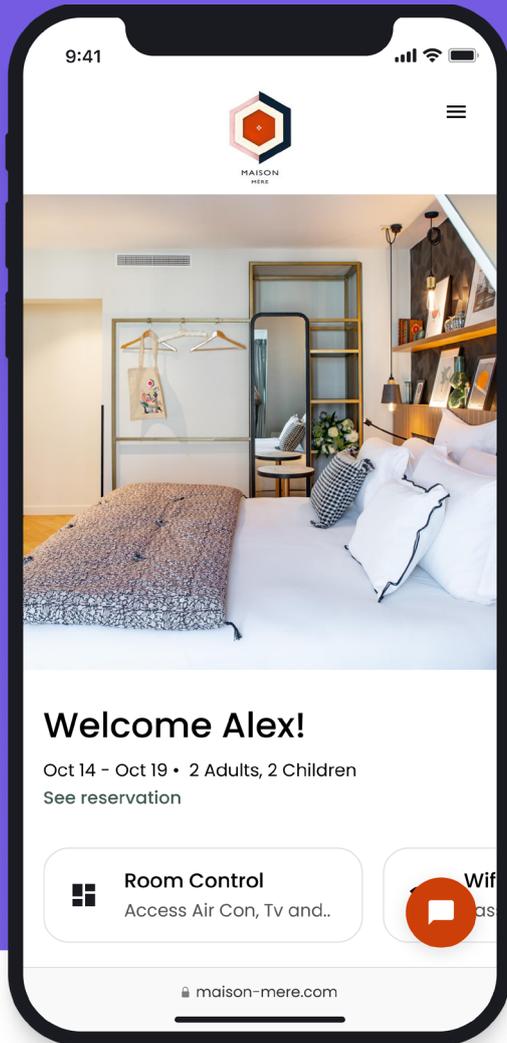
“Our goal is to know our guests before they arrive so that we can maximize personalization throughout the entire journey, and with Duve, we achieve that. We're now equipped to offer a truly personalized experience. Plus, with Duve we completely control everything and we have a wonderful Customer Success Manager that is always available for us.”



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 Maison Mere



- ✓ Online check-in
- ✓ Scheduled messages
- ✓ Communication hub
- ✓ Guest app
- ✓ Digital spots
- ✓ Upsells
- ✓ Digital 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.

[Book a demo](#)

www.duve.com