

How Hotel Am Konzerthaus (MGallery Vienna) Generated €6,500 in Upsell Revenue and Drove Positive Guest Reviews with Duve's Guest Experience Suite.

Highlights

Nearly €6,500 in Upsell Revenue

Achieved during the holiday season by leveraging tailored seasonal offers and automated messaging.

Enhanced Guest Communication

Consolidated all communication channels, leading to higher guest satisfaction and a 4.7 rating in Duve's internal rating tools.

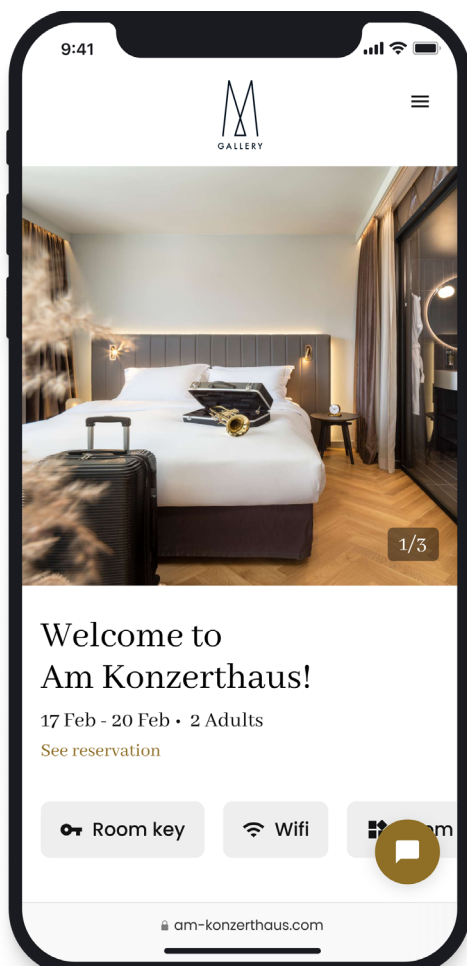
One Platform for All Staff Needs

Streamlined tools enabled seamless operations and efficient collaboration across departments.

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Upselling with Duve is incredible—we're generating significant revenue.

Andreas Loru,
Vice General Manager,
Hotel Am Konzerthaus.

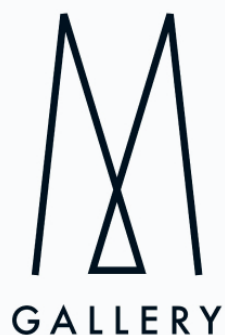


Modules Used

- ✓ Online check-in
- ✓ Smart upsells
- ✓ Guest app
- ✓ Smart scheduled messaging
- ✓ Communication Hub (Whatsapp - Branded Number, SMS, email)
- ✓ Digital spots (QR codes)
- ✓ Internal rating and reviews
- ✓ Online check-out

Introduction

Hotel Am Konzerthaus – MGallery Vienna, a 208-room luxury hotel under the Accor brand, is renowned for blending modern comfort with a rich cultural experience. In an effort to improve guest satisfaction, simplify operations, and increase revenue, the hotel partnered with Duve. By implementing Duve, they transformed their guest engagement strategy, achieving significant success in communication, upselling, and operational efficiency.



Challenges

1

Missing Out on Full Revenue Potential:

The hotel's previous upselling platform yielded inconsistent results and came with high commission fees, limiting their ability to scale revenue generation.

2

Multiple Platforms for Managing Guest Communications:

Managing guest communication across separate platforms affected the team's efficiency and left room for delays and miscommunication.

3

Potential Staff Resistance to New Tools:

Introducing new technology to the hotel's existing tech stack could potentially pose challenges. With concerns that staff would be hesitant to adopt yet another platform, it was crucial to create a smooth onboarding process and implementation flow.



The Solution

By adopting Duve's advanced Guest Experience Suite, Hotel Am Konzerthaus streamlined operations, enhanced guest interactions, and maximized upselling opportunities. Seasonal adjustments to guest app content and services kept offerings relevant, ensuring a seamless and personalized guest experience.



Results Achieved with Duve

Nearly €6,500 in Upsell Revenue in December:

The hotel generated nearly €6,500 in upsell revenue during December by implementing a strategic and balanced upselling approach:

- **Precise Timing of Upsell Offerings:** Leveraging Duve's pre-arrival emails, the hotel promotes high-demand services like festive dinners at its Michelin-star restaurant. During Duve's online check-in process, guests are introduced to additional options such as room upgrades and early check-ins, integrated directly into the check-in flows.
- **Mid-Stay Engagement:** With Duve's personalized Guest App, guests can explore further add-on services such as parking, breakfast, or spa treatments, ensuring continuous upselling opportunities.
- **Balanced Offerings for Enhanced Experiences:** The hotel curated a mix of complimentary perks, such as scented pillow menus and 'Go Green' loyalty incentives, alongside paid upsells like festive dinners and parking. This balanced approach enhanced the guest experience while boosting overall revenue.

Improved Guest Satisfaction and Communication Efficiency:

Hotel Am Konzerthaus achieved a 4.7 rating in Duve's internal rating system by streamlining communication and enhancing the guest experience. By consolidating communication channels such as SMS, email, and in-app chat into a single platform, the hotel was able to respond faster and more consistently to guest inquiries. This also drove positive reviews on platforms like TripAdvisor and Google, with guests praising the seamless communication and the Guest App's robust functionality. Additionally, Duve's tools lightened the workload for the reception team, allowing them to focus on more personalized guest interactions and critical tasks.



Results Achieved with Duve

Efficient Onboarding and Staff Collaboration:

By consolidating all tools into one platform, the hotel staff was able to focus on their specific roles while maintaining seamless coordination. This approach improved efficiency, guest satisfaction, and operational transparency, demonstrating the value of a unified tool tailored to the needs of every department:

- **Front Office:** Operated the Communication Hub, handling guest queries and real-time updates around the clock.
- **Quality Supervisors:** Responded to guest reviews received through Duve's digital checkout, ensuring prompt resolutions.
- **Reservations Team:** Confirmed upsells that required manual approval and ensured synchronization with the PMS.
- **Leadership Team:** Performed the initial setup including content creation and translation checks. They also oversee backend settings, update guest journey message flows, and monitor analytics.



The onboarding process was incredibly smooth. Having one dedicated contact for all our questions made a huge difference—the support was exceptional! Once we went live, it only took about three days to start seeing the first upsell results, which was a clear testament to how efficient and well-integrated Duve is.”



Andreas Loru,
Vice General Manager, Hotel Am Konzerthaus.





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Upselling with Duve is incredible—we're generating significant revenue with minimal effort after the initial setup. In December, our revenue exceeded all expectations! Duve has become an essential tool for me; it's one of the first apps I open every day when I arrive at the office. I love Duve's analytics—they provide a clear, comprehensive overview of all guest-facing operations, it's amazing!

— Andreas Loru,
Vice General Manager, Hotel Am Konzerthaus.



Conclusion

Hotel Am Konzerthaus demonstrates how Duve's innovative solutions can transform hospitality operations. By automating processes, unifying tools for staff, and consolidating communication channels, the hotel achieved outstanding revenue growth and guest satisfaction. Their success sets a benchmark for other properties in the Accor brand and beyond.



About Duve

Duve is redefining the way guests experience hospitality with its fully personalized Guest Experience Suite. By tailoring every aspect of the guest journey, Duve empowers hospitality businesses with a solution that crafts memorable guest experiences. Seamlessly combining automation with a personal touch, Duve helps hoteliers streamline operations, save time, enhance guest satisfaction, and unlock new revenue opportunities—all while keeping their brand at the forefront.

Trusted by thousands of hotels and vacation rentals worldwide, Duve enables hospitality businesses to personalize interactions, anticipate guest needs, and exceed expectations across the guest journey.



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