



Duve

How Pullman Paris Tour Eiffel
Generated over €25,000 in their First
Month Using Duve's Upselling Tools.

Highlights

Over €25,000 in Upsell Revenue in the First Month

Driven by strategic pre-arrival and in-stay upselling.

4.8 Guest Satisfaction Score Maintained

Personalized messaging and automation improved the guest experience.

Efficient Guest Engagement Strategy

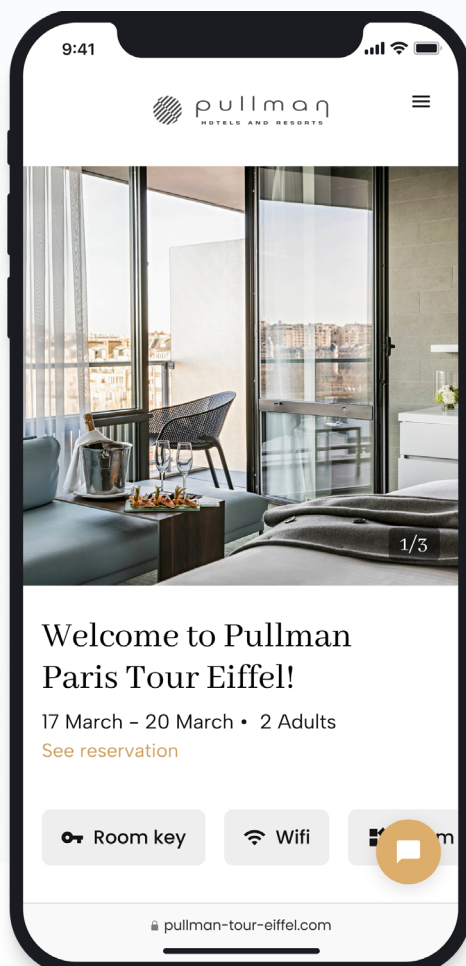
Automated check-ins, messaging, and upselling freed up staff time for personal interactions.

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With Duve, we anticipate needs, enhance service, and ensure every guest experience feels seamless and tailored.



Ndèye Ngoné Fall,
Guest Relation Director,
Pullman Tour Eiffel



Modules Used

- ✓ Online check-in
- ✓ Guest app
- ✓ Communication hub
(Whatsapp - Branded Number, SMS, email, chat, Booking.com)
- ✓ Scheduled messaging
- ✓ Generative AI agents
- ✓ Smart upsells
& custom upsell packages
- ✓ DuveConnect
- ✓ Online check-out

Introduction

Located in the heart of Paris, just steps away from the Eiffel Tower, the Pullman Paris Tour Eiffel is a premier 4-star Accor hotel with 430 rooms that attracts travelers from around the world. Catering to many international guests, the hotel operates at near-full capacity year-round. This constant demand results in a crowded reception area, where staff must efficiently manage a high volume of guest requests while ensuring seamless service.

Pullman Paris Tour Eiffel turned to Duve as they looked for ways to optimize guest interactions, reduce front desk congestion, and create personalized upselling opportunities.



Challenges Before Duve

1

Manual Guest Communication:

Before implementing Duve, all guest communications were handled manually. Promotional emails for special offers had to be created individually in French and English, making multilingual outreach impossible. This process was time-consuming and inefficient.

2

Missed Revenue Opportunities:

Pullman Paris Tour Eiffel had some upselling actions in place but the absence of a streamlined and automated approach meant that most amenities add-on revenues came from guest-initiated requests, leaving room for growth through a more proactive strategy.

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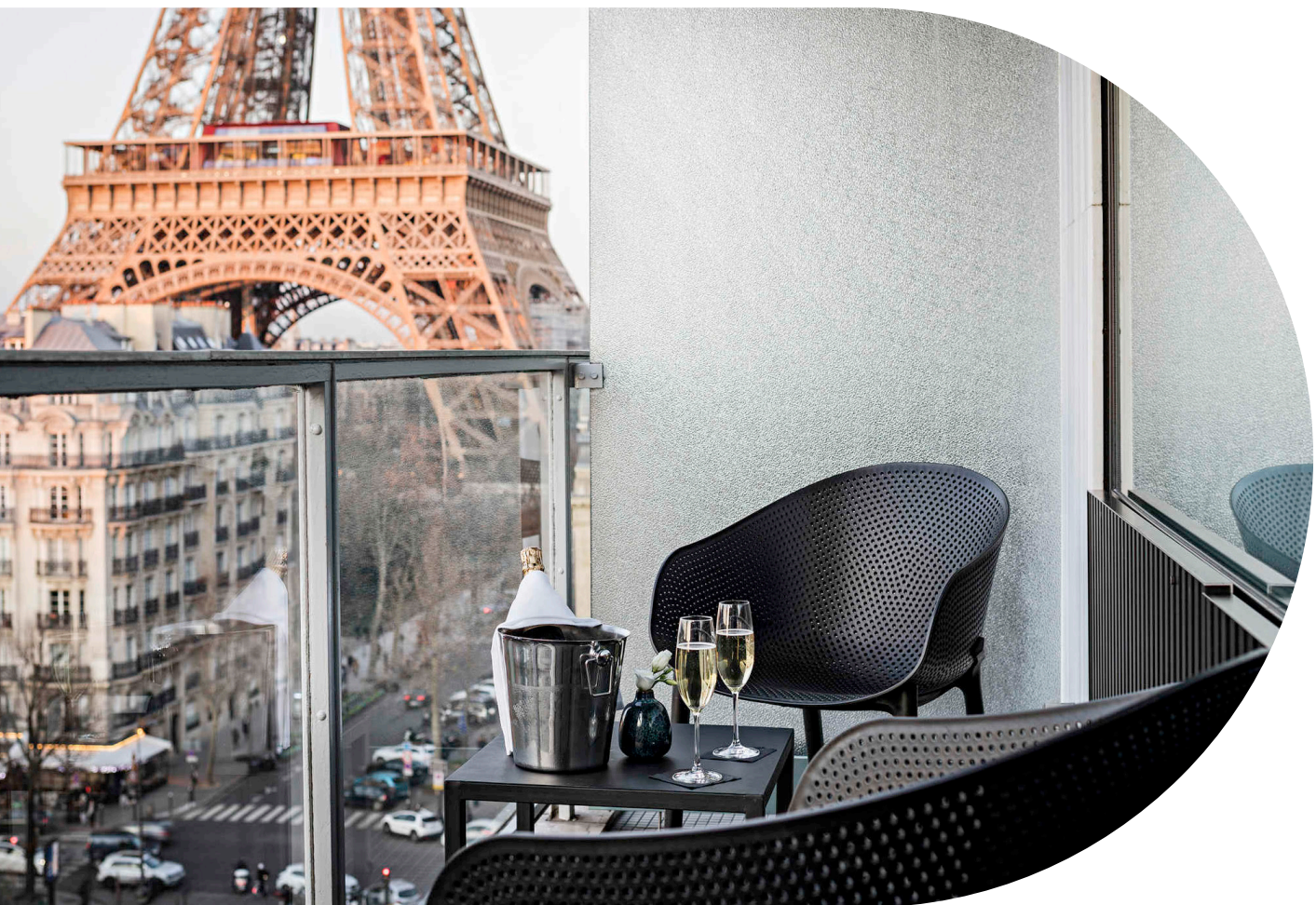
Lack of Guest Data & Limited Personalization:

With near-full capacity year-round, it was challenging for the hotel teams to gather and leverage guest data efficiently in order to personalize experiences for guests.



The Solution

Pullman Paris Tour Eiffel streamlined its operations by integrating Duve's guest experience platform. Through automated messaging, strategic pre-arrival and mid-stay upselling, and a centralized communication hub, the hotel not only improved operational efficiency but also boosted revenue and created highly personalized guest experiences across multiple channels.



Results Achieved with Duve

— Efficient Guest Engagement Strategy:

Pullman Tour Eiffel optimized guest communication with Duve's automation and segmentation tools, ensuring a seamless, multi-touchpoint experience across SMS, WhatsApp, email, and the Guest App:

— Automated Pre-Arrival Engagement:

Scheduled messages are triggered to guests at key intervals before arrival, providing them with useful information, check-in links, and upsell offers. For VIP guests, the hotel has exclusive pre-arrival messaging to ensure a more personalized and seamless experience.

— Personalized Holiday Wishes:

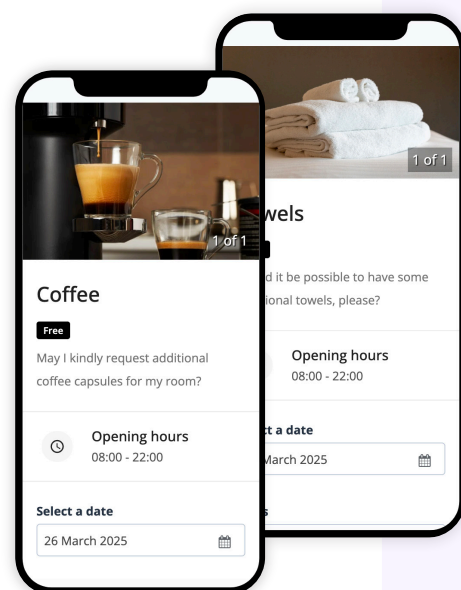
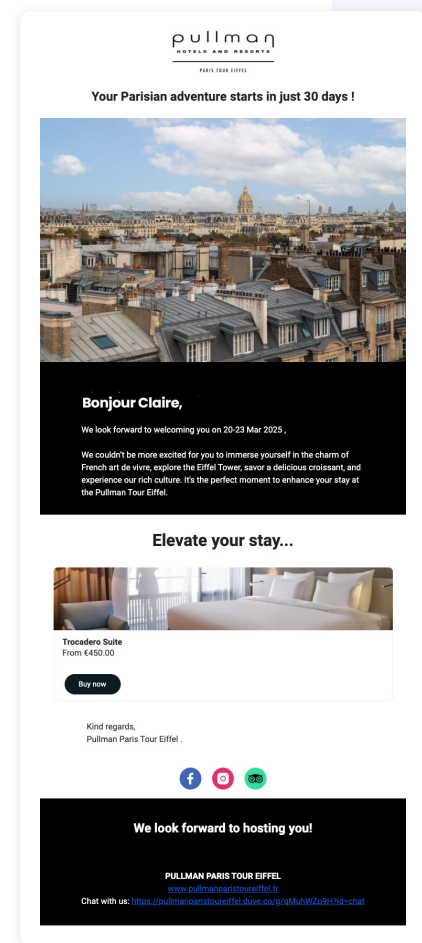
Tailored broadcast messages are sent based on guest demographics, such as Chinese New Year or Thanksgiving wishes.

— Real-Time Updates:

Situated in one of the busiest areas of Paris, there are frequent metro closures, roadblocks, and large-scale events. With Duve's real-time broadcast capabilities, the hotel easily updates guests about local disruptions.

— Seamless Mid-Stay Requests:

Guests can request amenities like extra towels through Duve's **Guest App**. Thanks to Duve's seamless integration with the hotel's task management system via DuveConnect—Duve's open API that enables real-time data exchange—Housekeeping can instantly receive and fulfill requests, ensuring faster service and an improved guest experience.



Results Achieved with Duve

— Generated Over €25,000 in Upsell Revenue Within the First Month:

In February, just weeks after launching Duve's upsells, the hotel saw an immediate impact, generating **€25,125 in upsell revenue**—largely driven by high-demand Valentine's Day packages featuring romantic balloons and decoration setups.

This success was the result of a **strategic, multi-touchpoint upselling approach**, ensuring that the right offers reached guests at the right moments:

— Pre-Arrival Upsell Offers:

Personalized upsell recommendations were embedded into automated pre-arrival messages, allowing guests to customize their stay before they even arrived.

— Online Check-In Integration:

Upsell options were seamlessly presented during the check-in process, maximizing engagement at a key decision-making moment.

— In-Stay Engagement via the Guest App:

Guests could explore and purchase additional upsells at their convenience throughout their stay.

— Data-Driven Optimization:

By analyzing guest behavior, the hotel identified a pattern of early arrivals and introduced early check-in as a paid upsell, further increasing revenue.

By positioning upsell opportunities at multiple stages of the guest journey and across different platforms, Pullman Tour Eiffel maximized conversion rates.



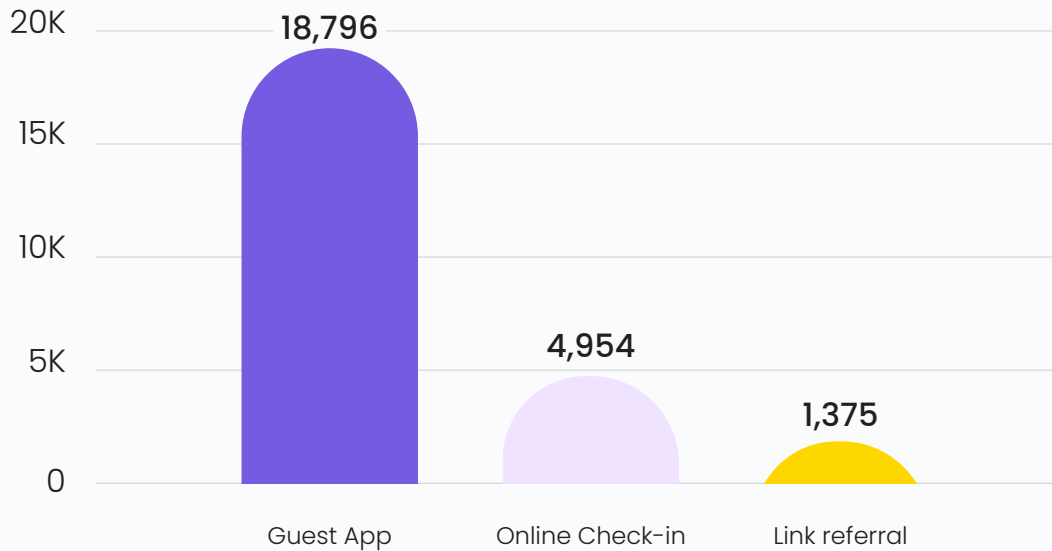
Before Duve, we didn't fully tap into the potential of upselling. With Duve's multi-touchpoint approach, we quickly saw the impact—driving over €25,000 in upsell revenue in just one month.”



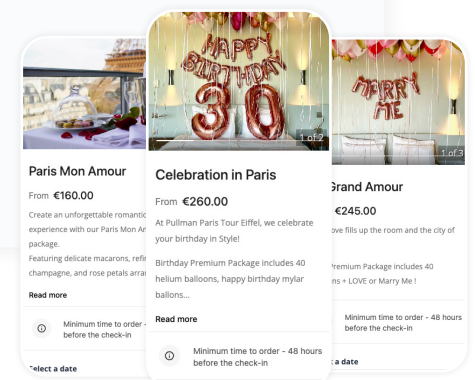
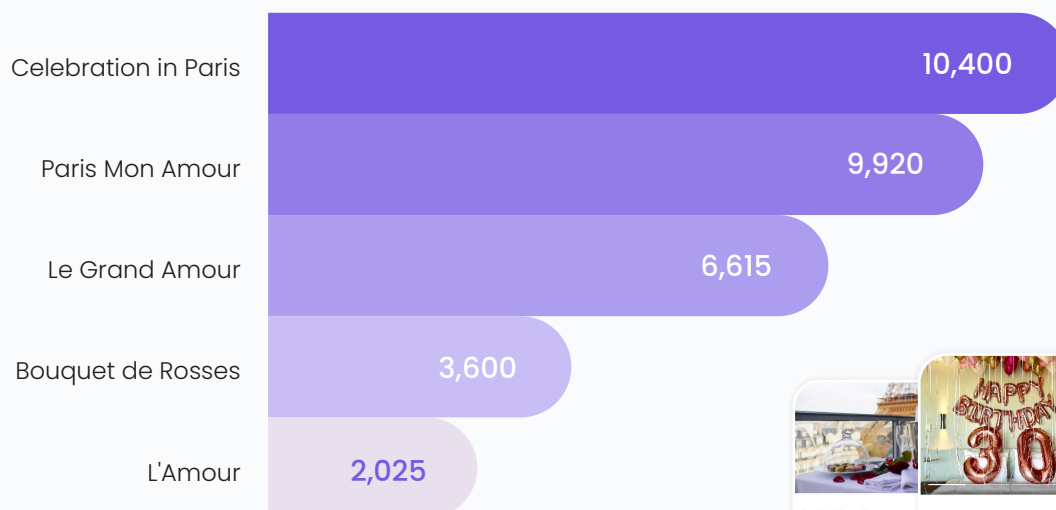
Ndèye Ngoné Fall,
Guest Relation Director,
Pullman Tour Eiffel



Revenue by platform



Top 5 upsells sold



Results Achieved with Duve

— Elevated Guest Satisfaction & Positive Online Reviews:

Pullman Tour Eiffel maintained a **4.8 guest satisfaction score** within Duve's internal rating system. By implementing a strategic approach, Duve's Guest Relations team proactively identified guest sentiment before departure, allowing the hotel team to personally address any concerns from lower-sentiment guests—ensuring a more positive experience and reducing negative online reviews.

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Some may worry that automation removes the personal touch, but Duve does the opposite—it provides valuable guest insights that allow us to personalize interactions before, during, and after the stay. With Duve, we anticipate needs, enhance service, and ensure every guest experience feels seamless and tailored.

— Ndèye Ngoné Fall,
Guest Relation Director, Pullman Tour Eiffel.



Conclusion

By integrating Duve's personalized guest experience platform, Pullman Paris Tour Eiffel successfully automated its operations, maximized revenue opportunities, and enhanced guest satisfaction. Today, the hotel continues to leverage Duve's capabilities to refine its offerings and create even more personalized guest experiences.



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We're proud to be among the first Pullman hotels to adopt Duve, leading the way in digital innovation for guest experience.

Ndèye Ngoné Fall,
Guest Relation Director,
Pullman Tour Eiffel.





The Stakeholders Behind Duve's Success at Pullman Tour Eiffel

Implementing Duve at Pullman Tour Eiffel was a collaborative effort, bringing together multiple departments to ensure a seamless and effective rollout.

Key stakeholders included:

- **Top Management**
Actively involved in tracking results and optimizing Duve's implementation to maximize impact and revenue.
- **IT Teams**
Ensured seamless integration with the hotel's PMS and other systems, making Duve the central hub for all guest-facing operations.
- **Room Division & Guest Relations**
Responsible to ensure a high level of personalized service and satisfaction for VIP and general guests.
- **Guest Service Center**
The first point of contact for guests, handling phone calls and emails while leveraging Duve to streamline and enhance communications.
- **Front of House (Receptionists & Supervisors)**
Manages the check-in and check-out processes
- **Communications Team**
Crafted the messaging strategy, ensuring scheduled messages and guest communications were optimized for engagement.
- **F&B Managers**
Leveraging Duve to expand room service offerings and increase ancillary revenue.



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.



Don't settle for less.
Get Duve Now!

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www.duve.com