

How Carlton Cannes Increased Online Check-In Completion by Nearly 50% While Making Guest Stays More Personal

- Cannes, France
- 369 Rooms
- Hotel



Impact Delivered

98%

of pre-arrival form completers share preferences or special occasions

~50%

increase in online check-in completion

5.3x

growth in digital guest interactions, reaching more than 23,000

Overview

At Carlton Cannes, a Regent Hotel on the French Riviera, a personal welcome begins with understanding why a guest is visiting. A wedding anniversary, a family holiday, or a celebration between friends can shape everything from the amenities waiting in the room to the way the team greets guests on arrival.

For Joscha Kranz, Director of Rooms, the opportunity was to gather that information earlier and make attentive follow-up a consistent part of the stay. With Duve, Carlton Cannes expanded its pre-arrival outreach beyond individually contacted guests and introduced scheduled communication that helps the team prepare personal touches and address concerns before departure.

Challenges

Manual Pre-Arrival Outreach

Before Duve, guest relations contacted selected guests by phone, email, or WhatsApp, particularly VIPs and those requiring additional attention. The hotel lacked an automated process for gathering information across its broader arrival volume.

Personalization That Started at Reception

Special occasions sometimes came to light only during check-in. Staff would then coordinate a celebration after guests had arrived, arranging the details and finding a suitable moment once the stay was already underway.

Limited Opportunities to Surface

Guest Concerns

WhatsApp communication depended largely on individual relationships established by guest relations. Guests did not always share concerns during their stay, leaving the team less time to respond if dissatisfaction surfaced only at departure.

Results Achieved

Nearly 50% Increase in Online

Check-In Completion

Carlton Cannes increased online check-in completion by nearly 50%, expanding participation in a process that helps the team prepare ahead of arrival. Joscha identifies pre-arrival as the area of greatest improvement: outreach previously handled manually for selected guests now supports a broader volume of arrivals. Once guests reach the hotel, staff still welcome them personally and accompany them to their rooms.

96% Share Information That Supports

a More Personal Stay

Among guests completing the pre-arrival form, 96% share personal preferences or special occasions. These details give the team practical starting points for planning amenities, handwritten cards, and experiences throughout the visit.

5.3× Growth in Digital Guest Interactions

Digital guest interactions grew 5.3×, reaching more than 23,000. Alongside that growth, scheduled mid-stay and pre-departure messages created consistent opportunities for guests to share requests and feedback.



“Before Duve, we reached out manually to selected guests. With Duve, we can automate that pre-arrival communication for more guests, giving the team more opportunity to prepare a personal welcome.”

Joscha Kranz
Director of Rooms, Carlton Cannes