



# Case Study - Hotel Palace Berlin

Director of Business Development: Frank Braun



## Why did you start using Instaroom?

We were looking for a product to help us communicate with and provide better service to potential guests – we wanted to offer information and solve any issues that prevented a guest from booking. I have worked with many startups and prefer working with instaroom as it is extremely easy and you have the opportunity to give input which will impact you in the future.

## Did Instaroom fulfill your expectations?

Yes – we now provide much better service to our guests and we have been told this is highly appreciated. In fact, a few weeks ago we were able to provide info for a guest going to a concert via the widget. We received really good feedback from the guest that he would love to have more hotels using this kind of service as it makes communicating so much easier and faster.

## Are you seeing any new revenue opportunities with instaroom?

Yes, definitely. We have done a number of upsells already – spa, sauna, parking, early check-in/check-out, etc. The staff receives points for any upsells done which are then converted into monetary bonuses.

## How long did it take to implement and teach your staff to use instaroom?

Implementation took five minutes, and the explanation to the staff took less than ten. It's very straightforward.

