



HOTEL LUNDIA

Hotel:

Hotel Lundia, Sweden

Solution:

Zaplox Premium

Locks:

SALTO SYSTEMS BLE locks

PMS:

OPERA PMS (Oracle)

Benefits:

- Mobile check-in: no waiting in line
- Less staff needed at the front desk
- Unlock the door with your phone
- Communicate and send personalized offers to guests via the app
- Customized branding



Hotel Lundia Introduces Mobile Guest Journey

Background

With travelers becoming increasingly reliant on mobile technology, Hotel Lundia, a renowned, family-owned business hotel with 97 rooms in southern Sweden was looking to improve the guest experience with mobile check-in and other mobile services.

Challenges

Today's modern travelers use their phones for everything from flight reservations and boarding cards to finding a restaurant with an open table. Up until now, the hotel industry has lagged behind in the adoption of mobile technology, but hotel customers, especially business travelers, are starting to request the convenience of mobile services.

"Hotel Lundia has always embraced new technology and we saw an opportunity to leverage mobile technology to create a mobile guest journey," says Maria Paulsson Rickle, CEO at Hotel Lundia. "Waiting in line to check-in and to get a key, is the last thing travelers wants to do when they arrive."

In addition to improving the guest experience, Hotel Lundia also wanted to streamline the check-in process and make sure that the staff resources were used more efficiently.

Another challenge was Hotel Lundia's limited ability to communicate with guests before, during, and post their stay at the hotel.

"We were looking for ways to improve the communication with our guests before they arrive at the hotel," explains Maria. "Creating a better connection with our guests would enable us to provide higher-quality and more personalized service, ultimately impacting guest loyalty."

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Solution

In 2018, Hotel Lundia launched Zaplox Premium, a mobile app that allows guests to book, check-in, checkout, pay, and unlock the hotel door – directly from their mobile phone.

Through the Zaplox Premium app, which has integrations with OPERA PMS, Hotel Lundia's booking system, guests can check-in remotely from their phones and receive a message when the room is ready. A unique key code is created by the lock system and securely stored in the Zaplox app. The hotel room doors are equipped with electronic Bluetooth Low Energy (BLE) locks from SALTO Systems and the doors are unlocked by activating the key code and holding the phone against the lock. At departure, the guest uses the Zaplox app to review the room charges, pay, and checkout. The information is automatically updated in the PMS and the digital room key is deactivated.

In addition to the app, Hotel Lundia also offers regular check-in with plastic key cards as an option.

Not only does the Zaplox app streamline the process, but it also connects the hotel with the guests before and after their stay. For instance, the app enables Hotel Lundia to communicate practical hotel information and personalized offers. Guests are also able to book their next stay directly in the app.

The Zaplox Premium app is fully customizable with the hotel's logo, images, and branding. Once the app is downloaded on the guest's phone, it features Hotel Lundia's own app icon.

Results

"After a long travel day with delays and lines at the airport, many guests appreciate being able to go directly to their room instead of waiting in a line to check-in and get a plastic card," says Maria. "With Zaplox guests can use their phones to check-in already at the airport and they can go straight to their room upon arrival."

Zaplox Premium is convenient for the travelers, but it also takes some of the pressure off the hotel's front desk.

"With less personnel required at the front desk we have been able to relocate staff members to focus on services that improve the customer experience instead of spending time on transactions and administrative tasks," continues Maria.

Another important benefit is that Zaplox Premium enables direct communication with the guests through the app.

"Our ability to interact with our customers and present them with relevant information and offerings at all stages of their journey, has tremendous impact on their experience and our ability to retain them as future customers," explains Maria. "The Zaplox app has a great potential to increase the revenue through personalized offers on room upgrades and dinner reservations. Similarly, guests can book their next stay directly in the app."

Furthermore, Zaplox reduces the cost and frustration of plastic cards that don't work or get lost. The mobile key offers an extra layer of protection since most phones are protected by phone lock.

Now that the technology is in place, Hotel Lundia focuses on informing guests about the mobile app, so that more guests can enjoy the benefits. In the next step, Hotel Lundia looks at how Hotel Finn and Grand Hotel, which are also part of the family group, can benefit from modern technology.



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Maria Paulsson Rickle
CEO at Hotel Lundia