

## Customer testimonial

### East Hotel, Canberra, Australia



“With Guestfolio we are able to engage with guests before, during and after their stay. It helps us retain more bookings in the future and maintains our personal approach to all our guests”

Situated between the vibrant hubs of Kingston and Manuka in Canberra's prestigious "Inner South", East Hotel is vibrant, independently owned hotel, housing 140 purpose-built 4.5 star apartment rooms, studios and suites. Justin Bisa, Guest Experience Manager at East Hotel explains what it's like to work there and use Cendyn's Guestfolio CRM "Every day is different! It's fantastic though, I've been here since we opened and work with such a great team. We have great relationships with all our guests and I know that's unique."

#### CHALLENGE

Being No.1 on TripAdvisor in Canberra, their guests, understandably, have high expectations, Justin explains "Trying to meet the needs of all the guests can be a challenge" so using technology to help support their high influx of requests and expectations was needed. "We are locally owned and operated so our aim is to make it personal with every guest. We're lucky that our owner sits with us in the back office, so we are able to make decisions quickly. But of course, providing such a personal experience with our guests comes with its challenges."

#### THE SOLUTION

Justin Bisa explains how Guestfolio helped them, "Using Guestfolio, we send out automated emails that allow us to upsell to guests and get people's preferences before they arrive. **It helps us a great deal with the influx of requests we can get.** We offer free bikes so many of our guests pre-book these through the emails. They can also order wines, breakfast and other amenities all before they arrive.

Our survey with Guestfolio really helps with our personal approach too. **We receive responses instantaneously from our guests and respond to them almost instantly.** We get about 6 or 7 responses a day and a lot of our guests are repeat guests, which really highlights how invested they are in communicating with us. We use the survey to see if there are any issues and make sure we meet our 80% satisfaction rate. If there is an issue, we can act on it immediately which means a lot to our guests. **People are often very pleasantly surprised when we call or email them to follow up to their response straight away. It really adds that personal touch.**



We get a lot of repeat corporate and leisure guests, and use our guest profile system in Guestfolio to keep track of their preferences. We use that data in the guest profiles to make sure that when they return, they have everything set up to their liking, e.g. their foam pillows they requested last time are already in the room.

To help us during quieter times, **we send targeted emails out with Guestfolio to guests staying during a certain period of time and offer them a discounted rate to extend their stay.** This has worked well for us in the past as it's a very personalized offer to that unique group of guests.”

## **BOTTOM LINE**

“Being able to engage with guests before, during and after their stay. It helps us retain more bookings in the future and maintains our personal approach to all our guests.”

## **SUCCESS STATS**

- **East Hotel is the No.1 hotel in Canberra, Australia on TripAdvisor**
- **Nearly 50% of East Hotels' TripAdvisor reviews are collected through Guestfolio**
- **East Hotel's average email click through rate sits at 7.2%**



## **CONTACT US**

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