

The background image shows an outdoor pool area. In the foreground, there is a white square table with two white chairs. A large white patio umbrella is open over the table. In the middle ground, there is a swimming pool with a wooden deck around it. Several white lounge chairs are lined up along the pool. In the background, there are green trees and a clear sky.

Success Story

Radisson Blu Rome

"Since using Oaky we have both boosted our ancillary revenue and become more active in the way we communicate with our guests."



The Property

The Radisson Blu es. Hotel, Rome welcomes guests to a modern abode in the heart of Italy's bustling capital. Only steps away from several of Rome's most famous attractions, this property

offers 232 guest rooms with all comforts today's travelers expect, including a rooftop pool and a relaxing spa.

The two on-site restaurants cook up traditional Italian delicacies with a modern twist and

create an unforgettable dining experience while the bar serves classic and signature cocktails. A well-equipped conference area provides space for up to 500 delegates.



To get a better idea of why so many of our customers love Okay, we sat down with Michele Di Cesare, Cluster Revenue Manager for Radisson Blu es. Hotel Rome and several other properties. Michele put all his cards on the table and shared his challenges prior to using Okay, how Okay helped to overcome them and the great results Michele and his team have celebrated since implementing Okay. To give our readers more inspiration, he even revealed some of his hotel's top performing upsells.

Table of Content

01. KPIs at the Radisson Blu es.
Hotel Rome

02. Our Challenges Prior to
Using Oaky

03. How Oaky Helped Address
Our Challenges

04. Our Results



01 KPIs at the Radisson Blu es. Hotel Rome

"Business class and junior suites have seen an increase of 3% and 2% respectively and represent areas we are still working on improving."

More breakfasts sold pre-arrival

Around 20% of our reservations are room-only. When offering these guests a chance to book their breakfast pre-arrival with our old tool, we got a conversion rate of around 0.5%. With Oaky, this has risen to 5%, which has strongly impacted our breakfast revenue. .

Increased number of paid pre-arrival upgrades

One goal when we started working with Oaky was to increase the number of paid upgrades to our higher room categories. We saw the largest change in requests for upgrades to superior rooms. While this 10% boost may be partly because the supplement is quite accessible, it also has to do with Oaky's e-mails getting high open and conversion rates. Business class and junior suites have seen an increase of 3% and 2% respectively and represent areas we are still working on improving.

Upselling the 'courtyard view' sub-category

At our hotel, superior, standard and business class rooms exist both with and without a courtyard view. Although we knew that rooms overlooking the courtyard were popular among our guests, it was hard for us to upsell them prior to using Oaky because it would have been a huge task to separately map these rooms in our system.

With Oaky this is much easier as we can simply assign a room to a guest who responds to our offer of a paid upgrade to a courtyard view room. Since this upsell is so popular, we have also been able to increase the supplement we charge for it, a step which has further helped us raise our top-line.

Email open rate

70,1%

Login rate

35,4%

Conservation rate Services

5,7%

Conversion rate Upgrades

4,4%

All-inclusive minibar

Most hotels operate their minibar at a loss because guests either don't pay for the items they consume, or unused expired products must be tossed. This is why we have created a promotion where guests can pay a one-time fee for the entire minibar which is much cheaper than buying several items separately.

Using Oaky to promote our minibar has made it a great revenue stream for our hotel because it is easy to manage, our losses are reduced and the cost for minibar products is low, thus allowing a high profit margin.



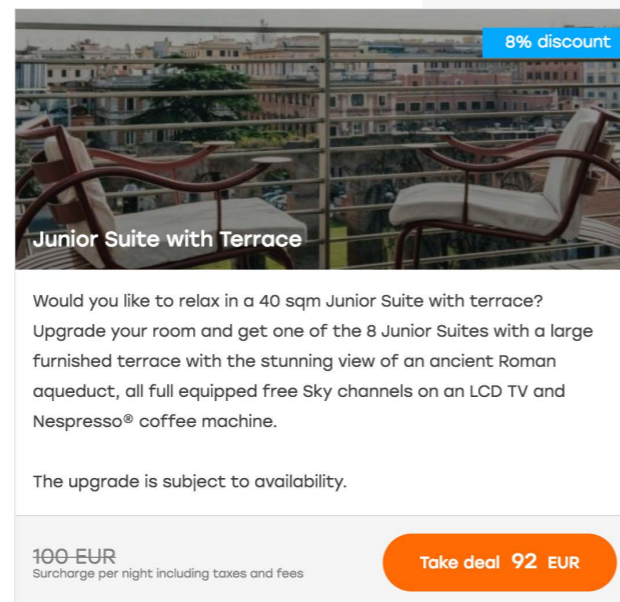
02 Our Challenges Prior to Using Oaky

"Before using Oaky, we relied on our front office staff to propose additional services and upsells at check-in."

In a competitive market like Rome where many hotels are vying for guests, boosting revenue is an ongoing challenge. *Before using Oaky, we relied on our front office staff to propose additional services and upsells at check-in.* This only produced limited results since guests were often reluctant to pay for extras or an upgrade upon arrival. This approach also created difficulties for our house-keeping and room service team when we had to make quick, last-minute changes after a successful upsell.

To improve conversion rates and give our staff more lead time, we decided to use an upselling solution which would send guests offers after they made their bookings. While this helped us get better results, plenty of revenue potential remained untapped. For example, we would have liked to use the tool to send targeted offers to different guest segments, but the lack of a segmentation option made this impossible.

Also, since our previous upselling program sent only one message directly after the reservation was made, we felt like we could do better by sending more offers and promotions at various times pre-arrival.



8% discount

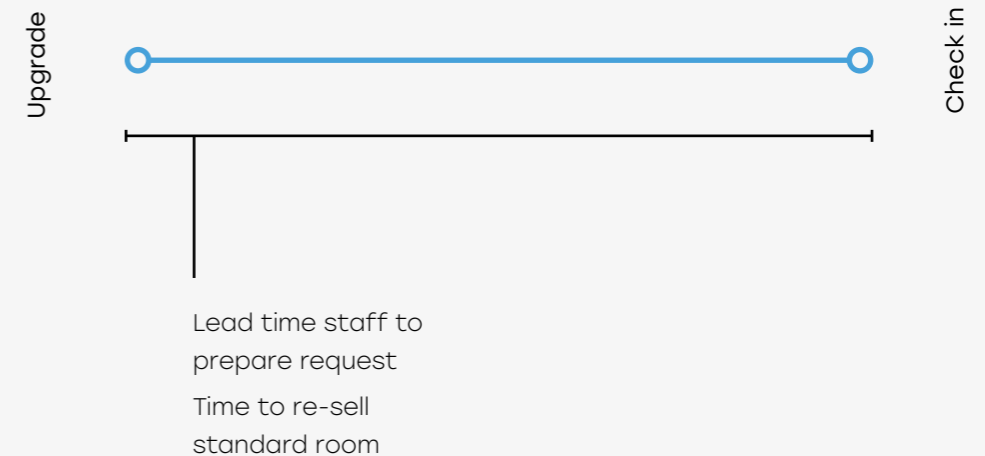
Junior Suite with Terrace

Would you like to relax in a 40 sqm Junior Suite with terrace? Upgrade your room and get one of the 8 Junior Suites with a large furnished terrace with the stunning view of an ancient Roman aqueduct, all full equipped free Sky channels on an LCD TV and Nespresso® coffee machine.

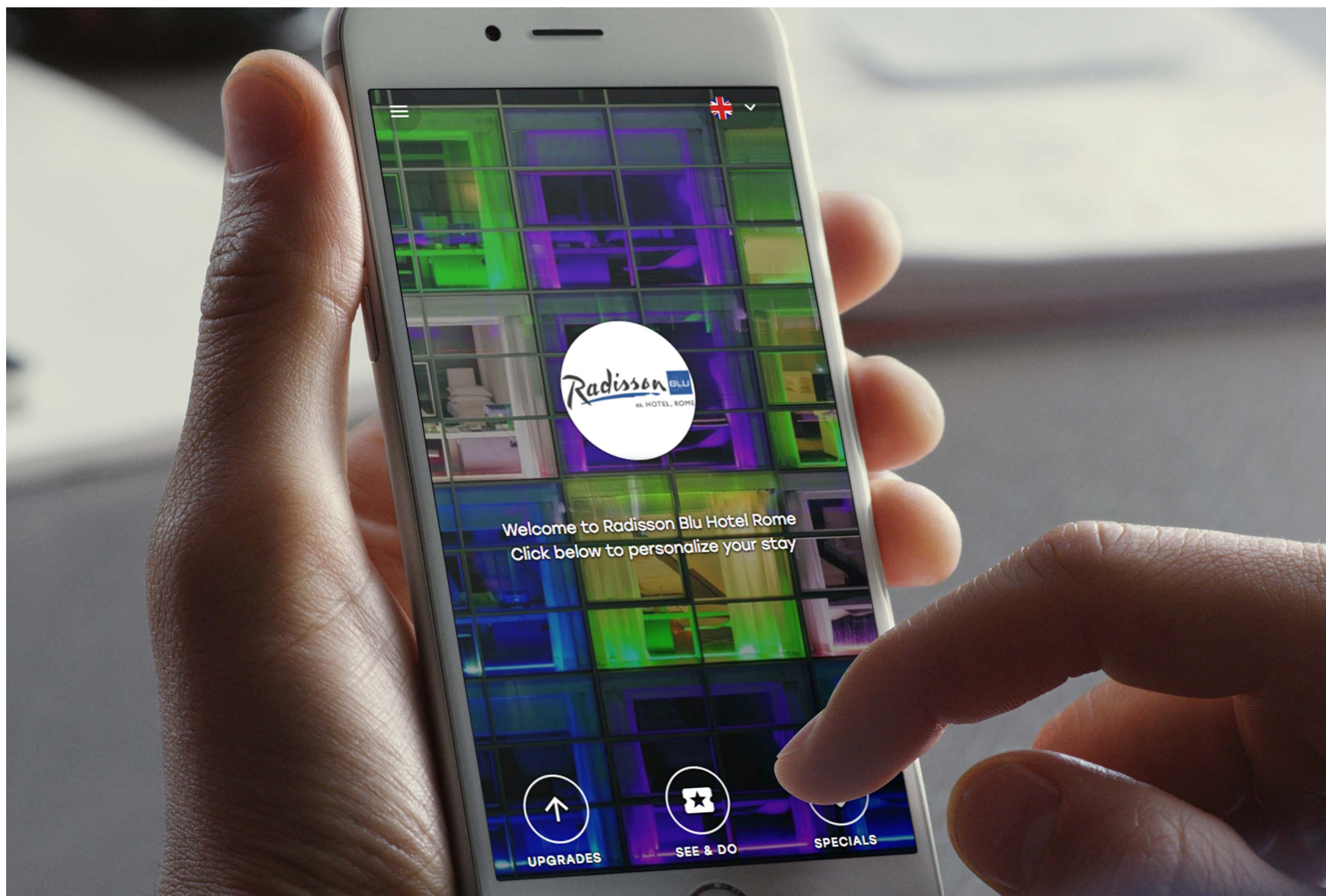
The upgrade is subject to availability.

~~100 EUR~~ Surcharge per night including taxes and fees

Take deal **92 EUR**





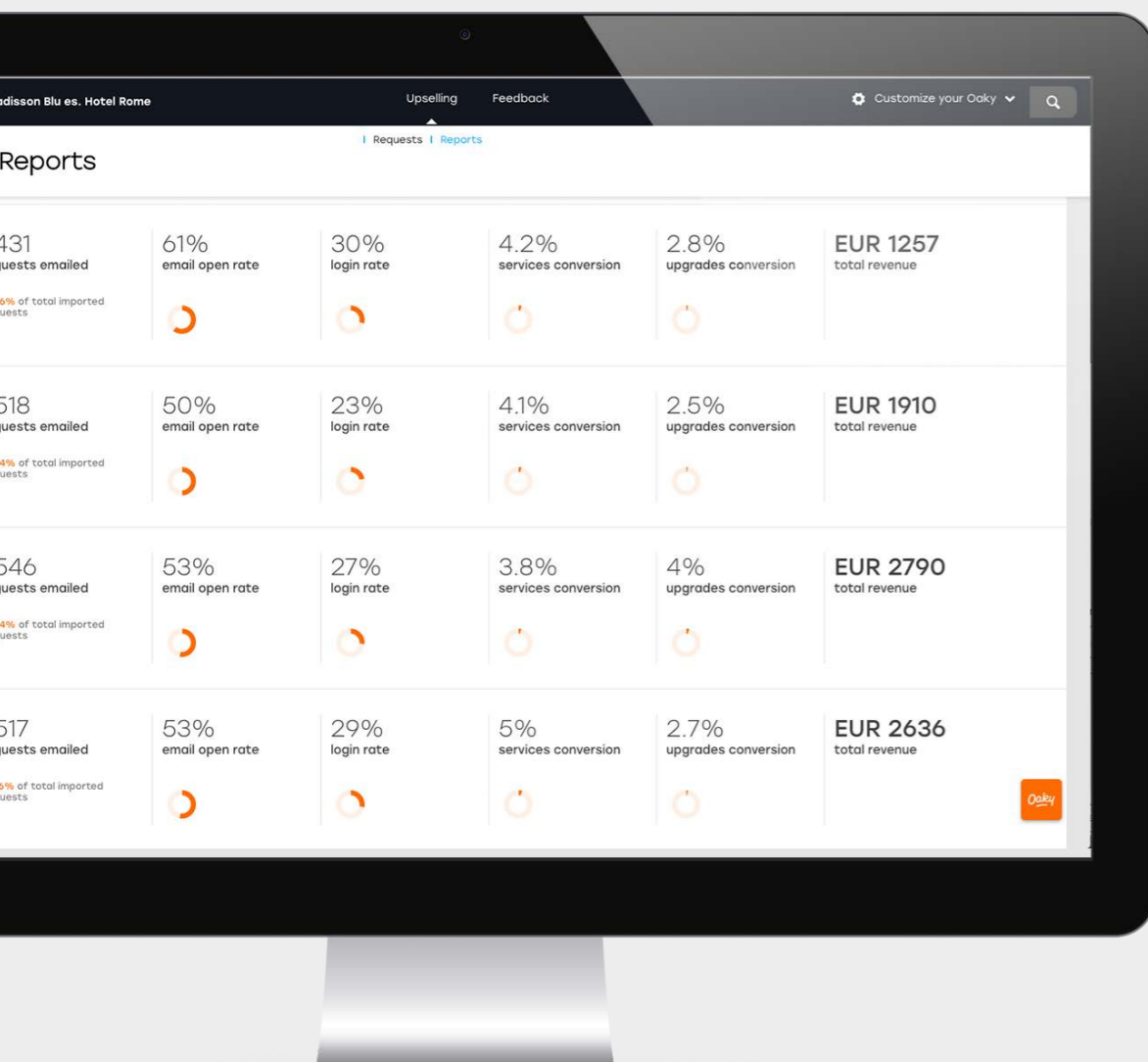


03 How Oaky Helped Address Our Challenges

When our hotel's general manager stayed at the Radisson Blu Hotel in Amsterdam, he received an upselling e-mail from them via Oaky. He was so impressed with the layout, content and the message's design, as well as the good feedback Oaky got from the staff in Amsterdam, that he decided to introduce it to his team in Rome. Soon after, we reached out to Oaky and started a trial.

Even after only using Oaky for a short time, we saw big differences between it and our previous upselling tool. For one thing, Oaky was more user-friendly and our staff quickly learned how to use it. It's more flexible as well and allows us to target different segments and try new promotions whenever we want. Most importantly, we like that we can send e-mails and follow-up messages at the optimal times to improve open and conversion rates which positively impacts our topline.

Login screen
Radisson Blu Rome's Oaky



04 Our Results

Precise segmentation and targeted offers

Oaky's option to apply segmentation and send targeted offers has yielded excellent results. Depending on the season, our hotel attracts and ever-changing mix of business and leisure hotels. By being able to automatically send different offers to these groups, we have been able to increase conversion and guest satisfaction because our upsells are relevant to the guest.

More ancillary revenue in the food and beverage department

Especially our food and beverage manager is very interested in Oaky because we use it to sell breakfast and other F&B promotions to our guests. To make sure we get the most out of Oaky in this area and collaborate smoothly, we meet with the F&B manager every three months to discuss past results, rate changes for our offers and new promotions. This way we keep optimizing our offering.

"Since using Oaky, we have been interacting more actively with our guests. Before, we would wait passively for them to send requests or call. Now, with Oaky's help, we can reach out to them directly and promote our offers and services in a personalized way."

Optimized offers and data-driven decisions

Every month, we review our promotions' performance and where there is potential for improvement. In the beginning, we relied heavily on Oaky's reporting tool to identify the best offers and capitalize on their popularity. Thanks to the detailed data, we quickly developed a feeling for high-converting upsells. Now we use the reports to fine-tune our upsells and always offer something of value at a price our guests are willing to pay.

Since our guests' needs change with the seasons, we also vary our offering from month to month and evaluate how the new promotions do. For example in the summer, we promote entertainment options which have proven to be very popular and we will use again next year.

Expanded reach to guests booking through OTAs

When we started using Oaky, we were only able to send our upselling e-mails to our direct booking guests. Now, thanks to a new integration, we can also reach people who reserve through booking.com. This has significantly increased our reach and has led to us receiving between ten and 15 upsell requests through Oaky every day, depending on the season. It goes without saying that this is fantastic for our revenue.

Expanding revenue management to Oaky offers

While our whole reservations team is trained to use Oaky, we have one member of staff who focuses on Oaky during everyday operations. She monitors the requests coming in, closes certain offers if necessary (for example if a certain category is booked out) or she increases the fee for an offer if it is in high demand. This way we ensure our guests get up-to-date messages and we can make the most of the most popular ones.

Improved communication with guests

Since using Oaky, we have been interacting more actively with our guests. Before, we would wait passively for them to send requests or call. Now, with Oaky's help, we can reach out to them directly and promote our offers and services in a personalized way.

By seeing which offers are most popular and getting direct feedback, we have an easier time understanding what meets their needs and can offer something which will solve a problem or fulfill a wish. This is great not just in terms of increased revenue but also because it lets us build a connection and create a better guest experience.

Excellent customer service

The team at Oaky has been fantastic. From the first day we got in touch, they have been eager to answer our questions and assist with the implementation of their product where needed. Especially when we faced issues with the integration at the very beginning, they did everything they could to quickly resolve the problem and let us start capitalizing on our new upselling solution.

Future outlook

Since we started working with the app, we have seen Oaky grow and develop. For example, the reports we have access to are more detailed now and there are more options to customize our upselling offers. Since working with a partner who adapts to our needs and demands and continuously strives to improve their service is important to us, we are happy to be working with Oaky and look forward to a long-lasting, successful collaboration.



Oaky

We are Upselling.