Superbude | dailypoint™

Smooth Check-In.
Higher Conversion. Better
Guest Experience.

How Superbude uses WhatsApp with dailypoint™ to
enhance guest communication and operational efficiency.

success story

4 Properties | Hamburg & Vienna | 467 Rooms
F&B Outlets, Events & Meetings

Situation

Superbude, a lifestyle hotel brand, had introduced a self-check-in system that allowed guests to complete their check-in prior to arrival via a link in the pre-stay email, speeding up the on-site process. However, usage of this system was low, particularly among OTA guests. Only direct bookers made frequent use of it, resulting in a consistently low adoption rate of around 20–30%.

The challenge: OTA platforms often don't allow proper placement of links – such as for pre-check-in – which limited the available options. One piece of guest data, however, was almost always available: the mobile phone number.

"WhatsApp gives us the direct line to our guests. Combined with dailypoint, it's a win-win: smoother operations and happier guests."

Diana Avagiani, E-Commerce / Superbude

Solution

Superbude integrated WhatsApp communication into their guest journey:

- **Pre-Stay:** Automated WhatsApp messages with a link to the check-in portal, enabling a smoother arrival.
- **In-Stay:** Automated WhatsApp messages with a pre-checkout invoice link, allowing a faster and smoother departure.

Results

- **Higher Conversion:** By switching to WhatsApp, the usage of the self-check-in feature improved by over 100%, rising from around 20% to more than 50%.
- **Improved Guest Experience:** Guests skip queues at the front desk, enjoying a seamless arrival and departure.
- **Operational Efficiency:** Less time spent on manual check-ins reduces front desk workload and costs.
- **Centralized Communication:** All guest communication – whether from automated campaigns or WhatsApp messaging with staff – is stored automatically in the Central Guest Profile (CGP), creating transparency, data gathering, and consistency across the entire guest journey.

Modules

Tech Involved:

- dailypoint™ Campaign Manager
- dailypoint™ Message Center
- Integration with WhatsApp
- Integration with MEWS