# Norway's largest hotel, redefining operational excellence.

Clarion Hotel The Hub, with 810 guest rooms and 28 conference spaces, is one of Oslo's most prominent destinations for business and leisure travelers. Since its grand reopening in 2019, the hotel has continuously innovated to enhance efficiency, guest satisfaction, and staff experience—setting new benchmarks for hospitality excellence.

Flexkeeping.

Strawberry
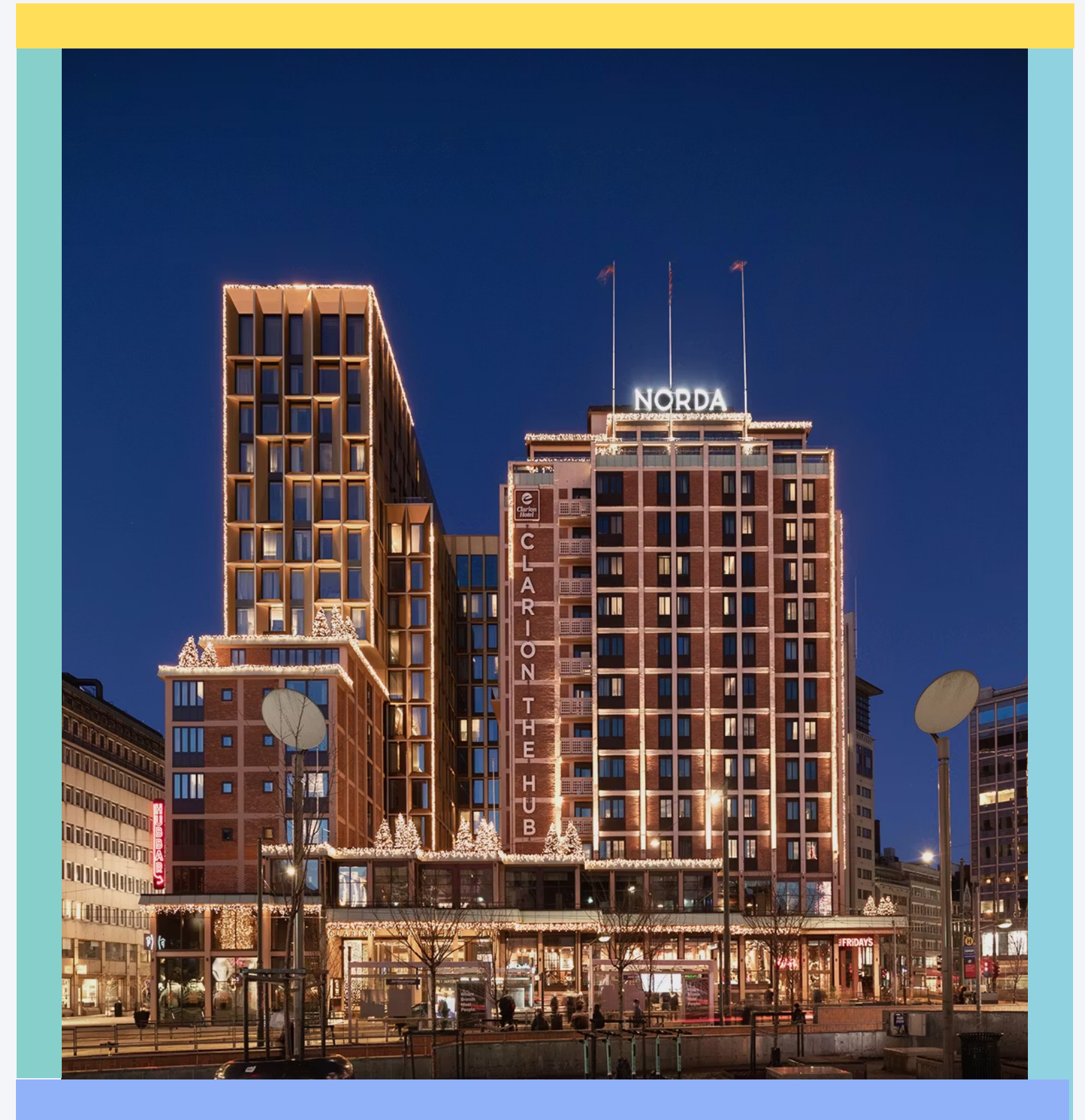
About **Clarion Hotel The Hub.**

810
hotel rooms

28
conference spaces

5
F&B outlets

4000
guests capacity

500
employees

70
nationalities

»Flexkeeping goes beyond hotel operations—it's **a powerful tool for delivering more personalized guest experiences**. It integrated seamlessly with our existing tech stack and has been 100% stable from day one. **The impact on staff satisfaction was immediate**.«

– Sven Ephithite, Director of Tech Hotel Openings & Systems at Strawberry Hotels

Flexkeeping.

Key results.

91%
optimized productivity

463.5h
saved monthly

77.8%
faster work allocation

55%
less phone calls

75%
reported boost in staff satisfaction

3%
reduction in sick leave

55%
improvement in workload fairness

50%
faster onboarding of new hires

733
automated tasks per month

30%
faster room readiness

570%
return on investment

* The ROI figures mentioned are based on a detailed ROI calculator used for the implementation of Flexkeeping at Clarion Hotel The Hub.

Flexkeeping.

Some extras.

Beyond the measurable impact on the bottom line, Flexkeeping has **streamlined operations while enhancing teamwork, service quality,** and **guest satisfaction** for Clarion Hotel The Hub. Empowered staff, seamless communication, and consistent standards have **created a better workplace and a more memorable stay**.

improved cleanliness

less human errors

happier staff

reduced language barriers

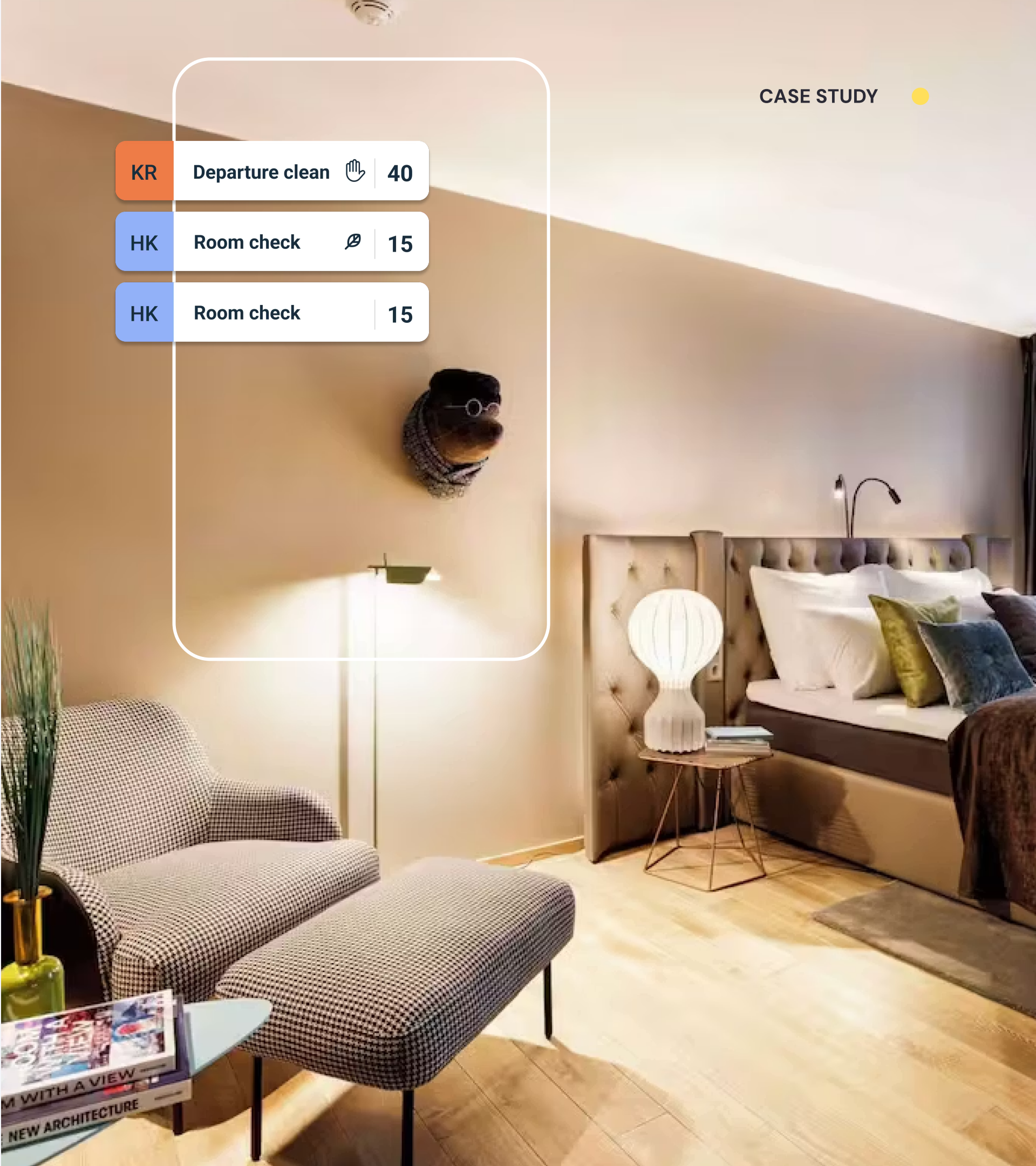**happier** guests

better service quality

Flexkeeping.

KR	Departure clean ✋	40
HK	Room check 🪶	15
HK	Room check	15

Operational efficiency.

Reducing costs, improving productivity, and eliminating bottlenecks.

Flexkeeping.

OPERATIONAL EFFICIENCY

Automating workflows.

Flexkeeping has streamlined daily operations and enhanced efficiency across departments by **automating routine tasks and reducing manual workload**. Workflows are now automated, guest services are digitally managed, and staffing forecasts are more precise, ensuring optimal resource allocation.

With **fewer disruptions and improved collaboration**, staff work more efficiently and experience less stress. The result is a **well-orchestrated hotel environment**, where **productivity and service quality seamlessly align**, driving measurable improvements and long-term value.

Flexkeeping.
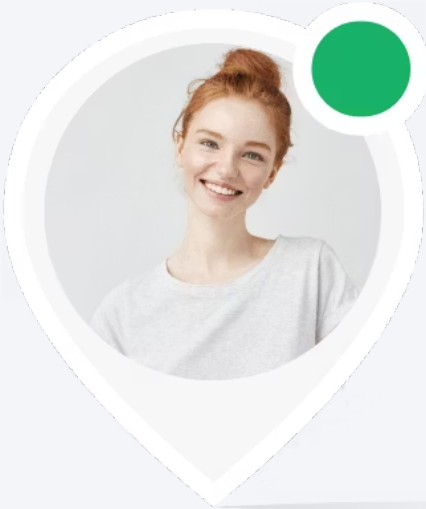
BUSINESS IMPACT

91%
optimized
productivity

* Eliminating manual coordination, reporting, and inefficient task execution.

463.5h
saved monthly

* Based on reduced labor hours, lower overtime, and increased productivity.

»We no longer guess who updated a room status or when. Every change is tracked in real time, eliminating miscommunication and delays. **Full visibility**, including housekeepers' locations, **prevents unnecessary room reallocations and keeps operations seamless.**«

— Iluta Skromane-Almo, Housekeeping Manager at Clarion Hotel The Hub

OPERATIONAL EFFICIENCY

Simplifying work planning.

Assigning rooms each morning was time-consuming, but automation has streamlined the process, **freeing up valuable hours for the Housekeeping Manager to focus on operations and guest experience**. Work planning has also improved, with **schedules now prepared six weeks in advance**, reducing last-minute calls and disruptions.

Flexkeeping enhances shift planning by predicting extra shift needs and aligning staffing with real-time room status data. Automating stayover cleaning schedules prevents overstaffing or understaffing, **ensuring efficient resource allocation and a smoother workflow**.
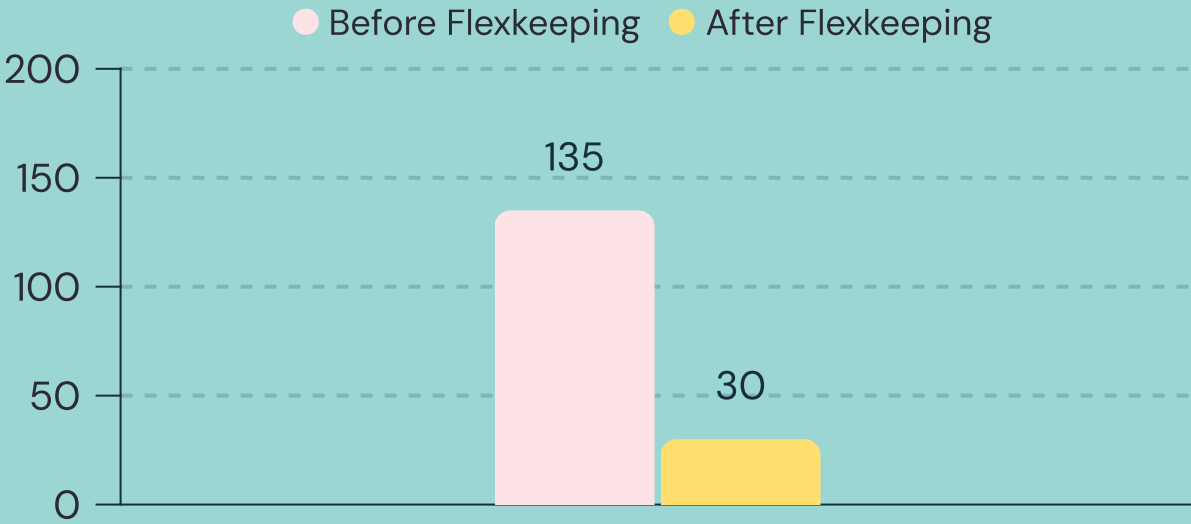
Flexkeeping.

BUSINESS IMPACT

77.8%
faster work allocation

* Previously, the team spent 2 – 2.5 hours allocating work, whereas this process now takes 30 min. This represents an improvement of 77.8% in productivity.

Time spent to allocate work to housekeepers (in minutes)

● Before Flexkeeping ● After Flexkeeping

200	
150	135
100	
50	30
0	

OPERATIONAL EFFICIENCY

Managing public areas efficiently.

Managing public areas was **entirely manual, requiring printed task sheets and constant follow-ups to verify completion**. There was no real-time visibility, making it difficult to track progress or ensure accountability.

Now, the process is fully digital, **cutting administrative work and enabling remote adjustments. Unnecessary calls are eliminated, communication is streamlined, and real-time tracking ensures complete oversight**, allowing the Public Area Manager to address issues proactively and uphold higher cleanliness standards.

Flexkeeping.

BUSINESS IMPACT

30h
saved
monthly

improved
cleanliness

* Previously, the Public Area Manager spent over 20 minutes preparing each shift and even more time checking on cleaners due to a lack of visibility. Shift prep now takes just 5 minutes, and real-time tracking eliminates unnecessary follow-ups, saving approx. 1 hour per day.

»**I have more control than ever, and public areas have never been cleaner**. Even the smallest details are handled, and the team is more accountable, staying on top of tasks to ensure a spotless environment. From day one, Flexkeeping has been a game-changer!«

— Ermelinda Silva, Public Area Manager at Clarion Hotel The Hub

OPERATIONAL EFFICIENCY

Ensuring seamless communication.

Previously, the Front Office manually tracked room moves, guest extensions, and other changes in Excel, relying on constant calls and messages to update housekeeping. Housekeeping supervisors had to visit the Front Office for updates, while unclear status tracking led to duplicate maintenance reports and delays.

These tasks are now fully automated, **eliminating manual record-keeping** and **improving communication**. **Real-time updates reduce workload, minimize errors, and ensure maintenance issues are instantly visible**, allowing technicians to prioritize effectively.

Flexkeeping.

BUSINESS IMPACT

55%
less phone calls

* Comparison in calls before and after implementing Flexkeeping.

»Everyone now has a simple and efficient way to report issues—unlike before, when the process was much more complicated.«

– Tom Rønningen, Head of Maintenance at Clarion Hotel The Hub

»We must boldly embrace new systems instead of clinging to the old. Innovation drives efficiency, and **Flexkeeping is transforming the way we work**. It streamlines collaboration and simplifies tracking guest feedback and requests. **By adopting smarter solutions, we improve service, optimize operations, and stay ahead** in a fast-changing industry.«

— Antonija Delas, Front Office Manager at Clarion Hotel The Hub

Staff experience.

Increasing workforce efficiency, job satisfaction, and overall well–being.

Flexkeeping.

STAFF EXPERIENCE

Clear overview, less stress.

Flexkeeping has significantly improved staff satisfaction by **reducing stress, streamlining communication, and eliminating unnecessary manual tasks**. Real-time updates provide **instant access to critical information, minimizing phone calls** and **manual checks**. Multilingual translations further enhance collaboration, **breaking down language barriers** and fostering a more cohesive work environment.

With greater access to detailed insights, managers can make informed decisions, empowering a stronger, more independent team that handles challenges with confidence.

Flexkeeping.

BUSINESS IMPACT

75%
**reported boost** in staff satisfaction

3%
reduction in sick leave

* Derived from manager-reported observations, indicating a perceived improvement in team morale, reduced stress, and better task organization.

In 2024, Clarion Hotel The Hub **saved 2,944 labor hours** by reducing sick leave by 3%, **resulting in €62,858 in direct cost savings**.

* Objective data based on workforce attendance records, showing decreased sick leave in 2024, compared to 2023. While the reduction is not 100% attributable to Flexkeeping, managers reported that it had the most significant impact in achieving this improvement.

Change lightbulb

Bytte lyspære
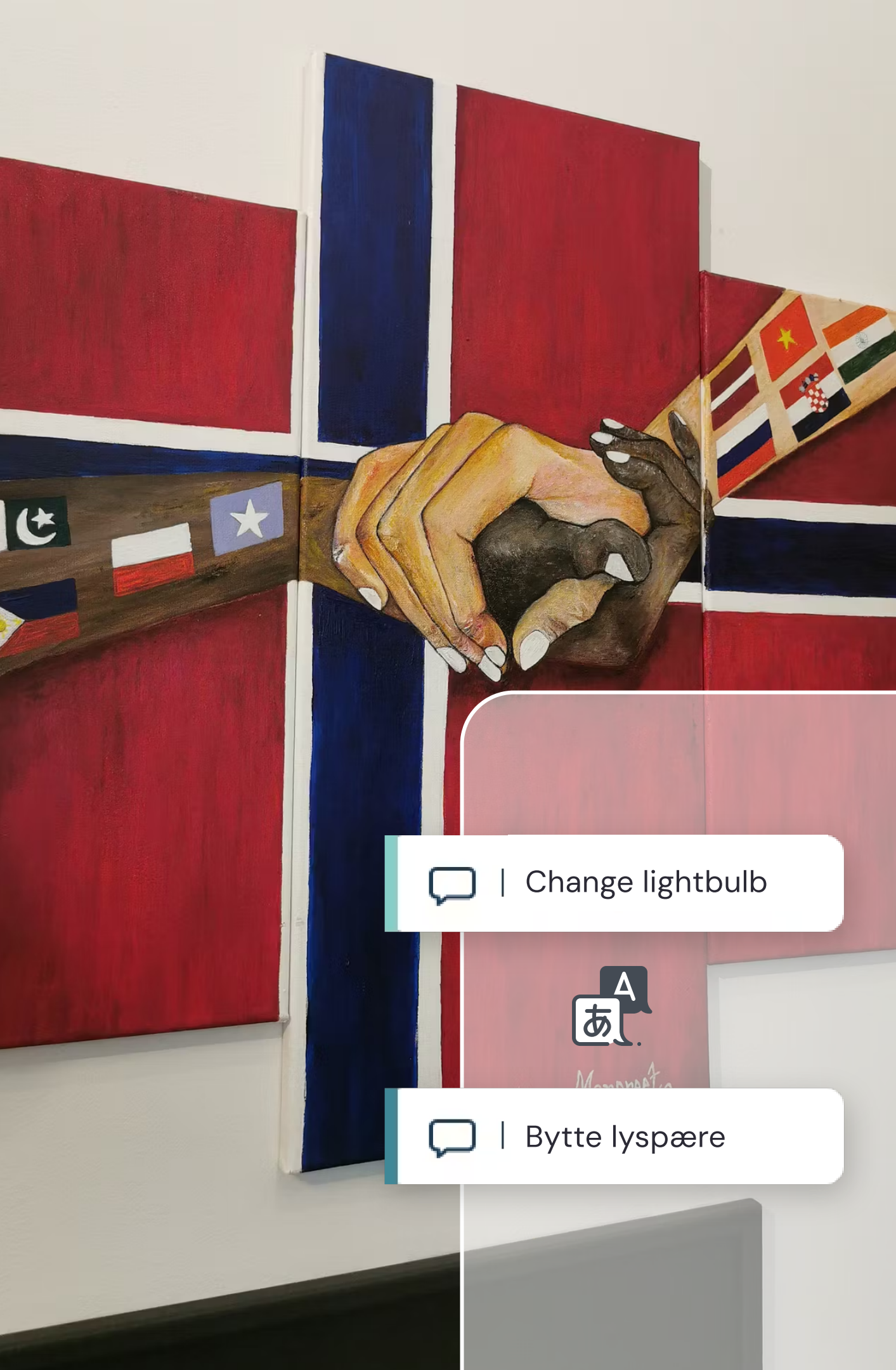
»With many nationalities in our team, language barriers made communication difficult. Flexkeeping removes this hurdle by allowing everyone to use the system in their own language, with automatic translations ensuring clear communication.«

— Reli Badescu, Assistant Housekeeping Manager at Clarion Hotel The Hub

STAFF EXPERIENCE

Fair workloads,
happier teams.

Uneven task distribution creates inefficiencies, affects quality, and leads to staff disputes. With real–time data at their fingertips, employees can work with greater clarity and confidence, reducing stress and unnecessary overtime.

Balanced workloads and improved task visibility create a more engaged and satisfied team. Optimized scheduling ensures smoother operations, minimizing last–minute call–ins and unplanned absences.

Flexkeeping.

BUSINESS IMPACT

55%

improvement in workload fairness

* Based on optimized task distribution, balancing assignments more effectively, and reducing discrepancies.

50%

fewer last–minute call–ins

* Objective data on reducing last-minute replacements and unplanned absences.

»We can now track task completion, and staff efficiency. **Objective data ensures fair workload distribution**, eliminating the need for manual calculations, which previously took an hour per employee.«

— Reli Badescu, Assistant Housekeeping Manager at Clarion Hotel The Hub

🕐 **75h**
overtime hours
saved monthly

»Since using Flexkeeping, I haven't had to stay overtime. Previously, I stayed overtime 2–3 times a week. I can handle a lot, but if we had continued with the old tech stack, I wouldn't have lasted a year. I can now cook dinner for my family.«

— Reli Badescu, Assistant Housekeeping Manager at Clarion Hotel The Hub

STAFF EXPERIENCE

Simplifying onboarding.

New employees quickly adapt to Flexkeeping, often becoming **fully operational within a single day**—compared to the longer learning curves of older systems.

The platform's intuitive design minimizes the need for extensive training, **allowing staff to contribute sooner and enabling management to focus on operations** rather than lengthy onboarding processes.

Flexkeeping.

BUSINESS IMPACT

» # 50%

faster onboarding for new hires

* Technology accelerates training, enabling staff to contribute sooner and boosting productivity and satisfaction.

11:00

☰ **Work allocation**

Floor 1 ⌃

101	**102**	**103**
104	**105**	**106**
107	**108**	

Floor 2 ⌄
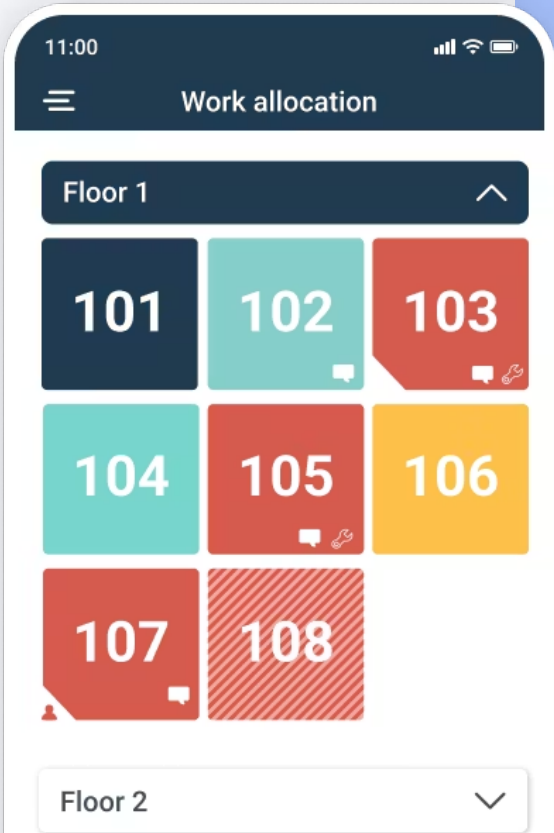
»Onboarding new hires is so much easier. Even during summer, when we had 30 new employees, they were ready to go in just one day. **The faster they adapt, the sooner they can contribute, allowing management to save valuable time** and focus on operations.«

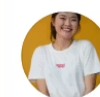— Iluta Skromane-Almo, Housekeeping Manager at Clarion Hotel The Hub

Guests experience.

Delivering faster service and personalized guest experiences.

Flexkeeping.

1208
Deliver flowers

H

GUEST EXPERIENCE

Ensuring the guest journey.

Previously, **the guest journey relied on manual handling**, leading to inefficiencies and service gaps. **Flexkeeping is the core connector between guest expectations and flawless service execution**, ensuring every upsell, request, and operational task is assigned and completed.

By automating tasks, **human errors are minimized, service delivery is accelerated, and guest satisfaction is enhanced**.

Flexkeeping.

709
Prepare welcome letter   Guest relations   ✓

709
Bathrobe and slippers   Housekeeping   ⧖

BUSINESS IMPACT

733

automated tasks per month

* Measured through system-generated task automation logs, reflecting the average number of manual tasks replaced by automation.

80%

fewer human errors

* Based on manager-reported observations, tracking the reduction of manual errors after implementing automated workflows and structured processes.

»This year, **we nailed all of our KPIs**, and **Flexkeeping played a key role in that success**. Balancing staff experience, guest satisfaction, and efficiency is crucial—pushing too hard on efficiency can compromise quality or morale. **Flexkeeping ensures we maintain that balance while continuously improving operations**.«

— *Iluta Skromane–Almo, Housekeeping Manager at Clarion Hotel The Hub*

GUEST EXPERIENCE

Anticipating, adjusting, and **exceeding**.

The team now **anticipates guest needs proactively**, **ensuring rooms are pre-stocked with the right amenities** rather than waiting for guests to request them. By tracking demand for items like kettles, or shower caps, they can adjust room supplies based on data—**tailoring setups by room type, guest profile, or seasonal trends**.

This proactive approach extends to **maintaining brand standards across rooms, public areas, and services**. With **structured quality checks and improved coordination**, teams **operate with confidence, delivering seamless service and exceptional guest experiences**—even during the busiest periods.

Flexkeeping.

BUSINESS IMPACT

happier guests

better service quality

»We're finally not flying blind anymore. With Flexkeeping, quality control is seamless—even during peak season.«

— Iluta Skromane-Almo, Housekeeping Manager at Clarion Hotel The Hub

GUEST EXPERIENCE

Improving the **experience.**

Lack of real-time visibility previously slowed down room readiness, impacting check-ins and operational efficiency. Maintenance reporting was cumbersome, and language barriers often led to missed issues. Without a structured system, duplicate reports were common, wasting valuable time and resources.

Now, room inspections are optimized, allowing Housekeeping Supervisors to **ensure rooms are guest-ready sooner**. **Seamless coordination improves check-in efficiency**, **optimizes workflow, and enhances the guest experience**. Maintenance reporting has also improved, with issues now resolved faster, **leading to quicker fixes** and **fewer complaints**.

Flexkeeping.

BUSINESS IMPACT

30%
faster room readiness

* Real-time updates allow housekeeping to inspect and prepare rooms more efficiently.

50%
faster issue resolvement

* Streamlined maintenance reporting improves response times, minimizing disruptions and enhancing operational efficiency.
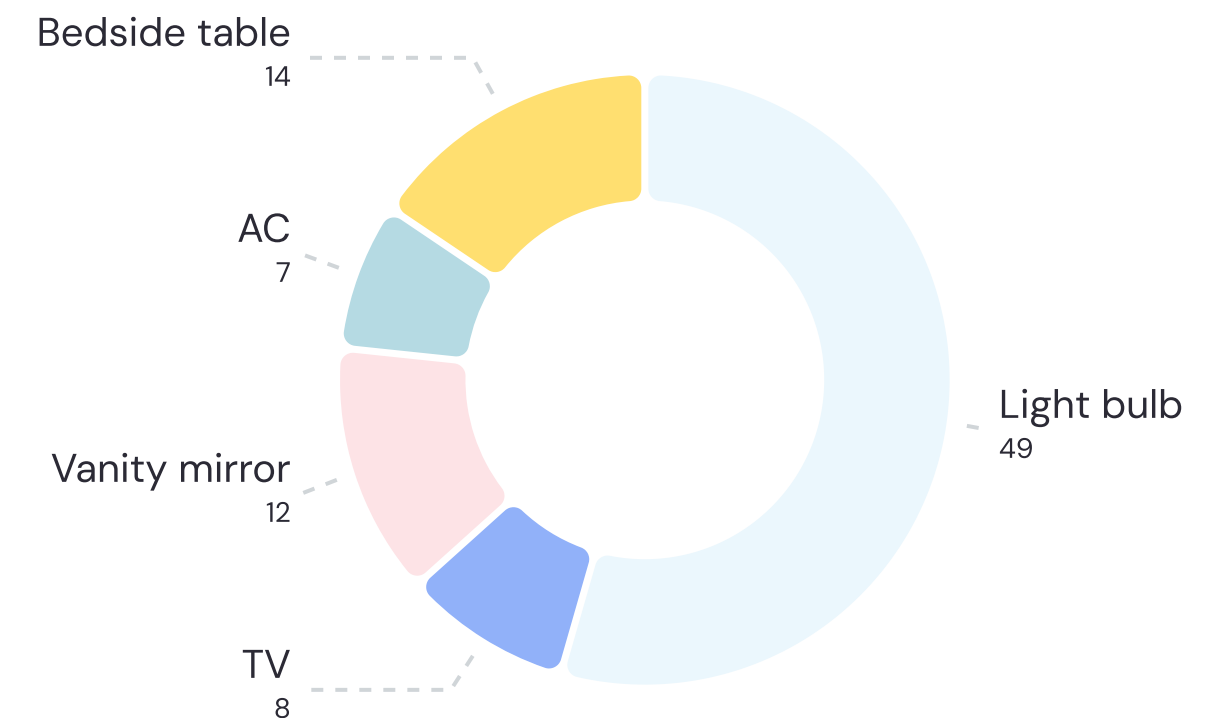
Strategic management.

Enabling data-driven decision-making, compliance, and cost control.

Flexkeeping.

MAINTENANCE REPORT
Most frequent repairs

Bedside table
14

AC
7

Vanity mirror
12

TV
8

Light bulb
49

STRATEGIC MANAGEMENT

Turning insights into impact.

Undetected inefficiencies, misallocated budgets, and a lack of real-time financial oversight drive unnecessary costs, missed opportunities, and revenue leakage.

Objective data empowers managers to make fact-based decisions, uncover hidden inefficiencies, and align guest satisfaction, staff well-being, and profitability without compromising service quality. Real-time insights enable proactive issue resolution, optimized resource planning, and data-backed business cases for building owners, ensuring strategic investments, reduced costs, and operational transparency.

Flexkeeping.

BUSINESS IMPACT

increase in data-driven decision accuracy

reduction in operational blind spots

Guest satisfaction–Staff satisfaction–Profit KPI Alignment → Ensures that efficiency gains never come at the expense of service quality or employee experience.

Proactive issue resolution → Detects and resolves recurring problems before they impact efficiency and profitability.

Optimized resource planning → Helps forecast operational trends, such as peak room moves, preventing bottlenecks.

Fact-based business cases for building owners → Enables data-backed issue history, ensuring strategic capital allocation.

🚀 In 2024, **Clarion Hotel The Hub hit its efficiency KPI for the first time** since opening six years ago.

Hidden costs.

Flexkeeping has uncovered hidden inefficiencies and cost-saving opportunities. **These cases are just some of the examples of how overlooked data points can unlock major efficiency gains, improve staff productivity, and elevate the guest experience**.

Flexkeeping.

Preventing revenue loss →
The Housekeeping Manager **detected minibar theft** by analyzing unusual refill patterns—a loss that would have gone unnoticed before.

Eliminating unnecessary costs →
Real-time updates replaced manual room status checks, allowing the hotel to **cancel plans for a costly 7th-floor office**.

Preventing confusion →
Previously, room **status changes lacked transparency**, leading to "ghost rooms" where reservations were shifted unexpectedly due to system gaps.

Eliminating manual workload →
Previously, tasks weren't systematically collected, **requiring manual tracking of items like kettles**. Housekeeping management spent hours gathering this information.

Identifying inefficiencies →
Data analysis **revealed 700 room moves disrupting Housekeeping's monthly efficiency targets**. Previously, detecting such a critical issue would have taken a manager countless hours.

Eliminating blind spots →
Analyzing those 700 room moves **revealed a ventilation issue**—most relocations stemmed from overheated rooms.

Securing the guest journey with proactive fixes → By addressing this single problem, **the hotel reduced room moves, optimized Housekeeping operations**, and **enhanced guest satisfaction**.

»Flexkeeping has had a **significant positive impact on our operations**. With a complex and large operation, we need systems that provide a clear overview, streamline processes, and simplify communication. **Flexkeeping delivers on all fronts, contributing to both our efficiency and guest satisfaction**.«

— André Schreiner, General Manager at Clarion Hotel The Hub

Flexkeeping.

Empowered staff, exceptional **guest experiences**.

By embracing smart automation, Clarion Hotel The Hub has redefined efficiency without compromise. **Operations run efficiently, teams perform at their best, and guests feel the difference**.

Flexkeeping.

Strawberry

570%

return on investment

* The ROI figures are based on a detailed ROI calculator used for the implementation of Flexkeeping at Clarion Hotel The Hub.