

CASE STUDY

Digitalizing Operations at TUI Blue Hotels

Flexkeeping.



Introduction.

This case study delves into the impact of implementing Flexkeeping at three TUI Blue Hotels in Croatia, showcasing **remarkable productivity improvements** and **enhanced operational efficiency** that directly bolstered the bottom line.



Housekeeping



Front Office
& Guest Services



Maintenance



Management

Flexkeeping.



CASE STUDY

Time-frame: August 2023

Modules implemented: Housekeeping Suite, Maintenance Suite, Guest Service Management, Task Management, Lost & Found

TUI Blue Adriatic Beach

Number of rooms: 271, Occupancy: 97%,
Avg. Length of stay: 6.4 days,

TUI Blue Makarska

Number of rooms: 179, Occupancy: 94%,
Avg. Length of stay: 5.7 days

TUI Blue Kalamota Island

Number of rooms: 144, Occupancy: 89%,
Avg. Length of stay: 6.3 days,



»We needed a solution to **enhance inter-departmental communication, improve productivity, boost guest satisfaction and gain real-time insights into our operations.** In the past, trying to do all this was impossibly time-consuming...«

– Dušan Milić, Head of IT at TT Hotels Croatia

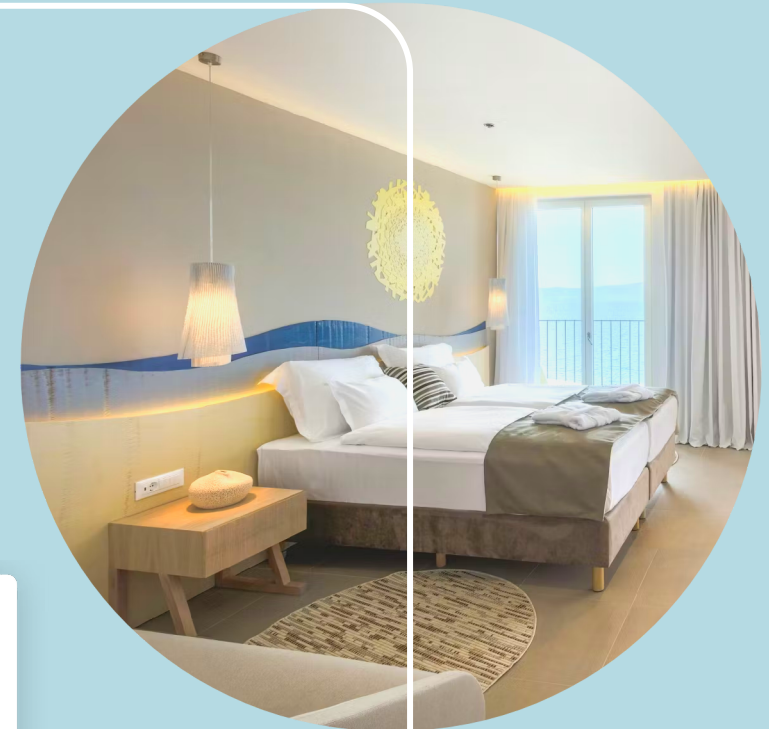


Flexkeeping.



Housekeeping

Unlocking productivity
and efficiency



Housekeeping

Rooms

- Dirty (100)
- Cleaned (50)
- Inspected (50)



200

Inspected arrival rooms

10 out of 20

50%



 **HOUSEKEEPING**


Removing the heavy lifting.

Before
Daily room lists were printed out by Front Office and Housekeeping Managers physically distributed tasks, which involved manually marking arrivals, departures, in-house rooms and notes.

After
Centralizing information on one platform **eliminated reliance on printouts and manual data input**, especially for tasks like linen changes. Managers have now significantly **accelerated their work assignment processes**.

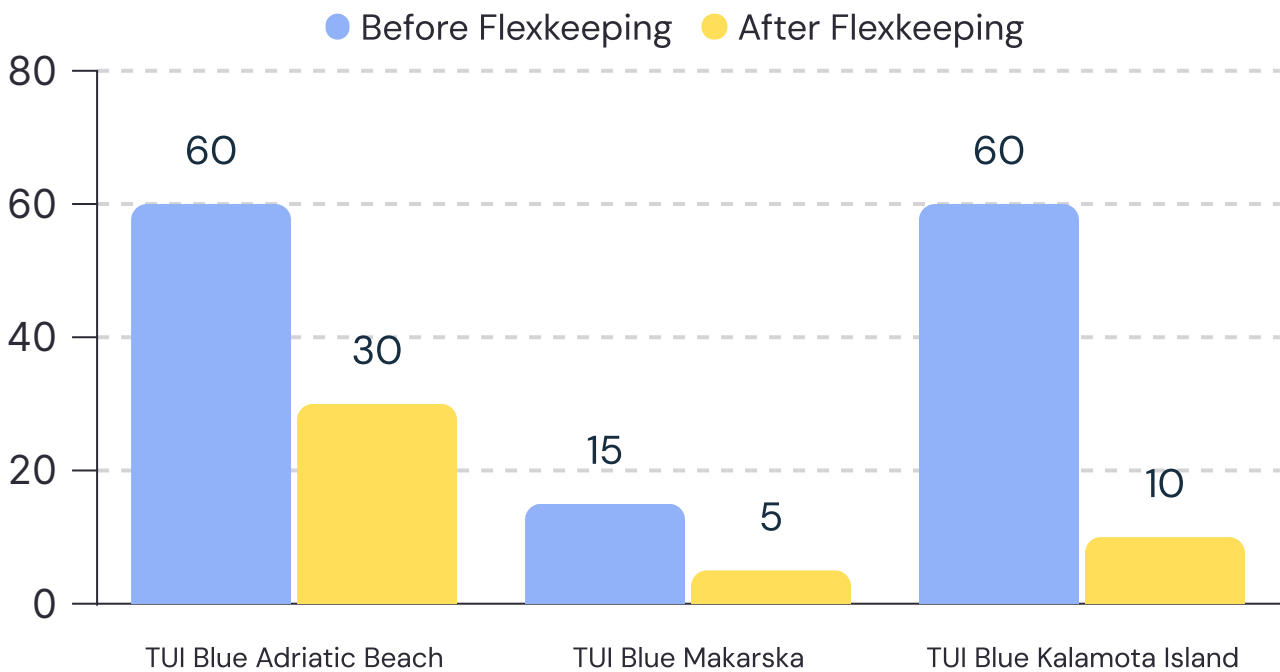
Flexkeeping.

FINDINGS

 **67%**
faster work allocation

*Average calculation between all three hotels based on the data below

Time spent to allocate work to housekeepers (in minutes)





HOUSEKEEPING

Sustainability made simple.

Reducing paper

An excessive amount of paper used to be printed out daily for lists and reports but **now all necessary information is digitally accessible** through one intuitive platform.

Guests going green

Guests increasingly want to experience environmental protection and sustainability first-hand and **going digital** is a simple yet **impactful initiative** that drives change.

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FINDINGS




5593
sheets of paper
saved per month

* Calculated as 1 sheet of a paper per occupied room and includes replacing paper for arrival, in-house and departure lists, housekeeper's rooming lists, linen consumption, etc.

Closing the communication gap.

 **Before**
Housekeeping Managers and Supervisors were endlessly running around the property while constantly receiving phone calls.

 **After**
Staff **know exactly where they need to go** and the **speed of information flow is much faster**. There's no need to track down maintenance technicians or call Front Office anymore.

Flexkeeping.

FINDINGS

90%
less phone calls

+


shorter call duration

* Housekeeping Manager went from 47 to 5 phone calls a day.


71%
faster room inspections

* Real-time reservation and room status updates, housekeeper location tracking, and room queue functionality all contributed to accelerated room inspections and a massive drop in phone calls.



HOUSEKEEPING

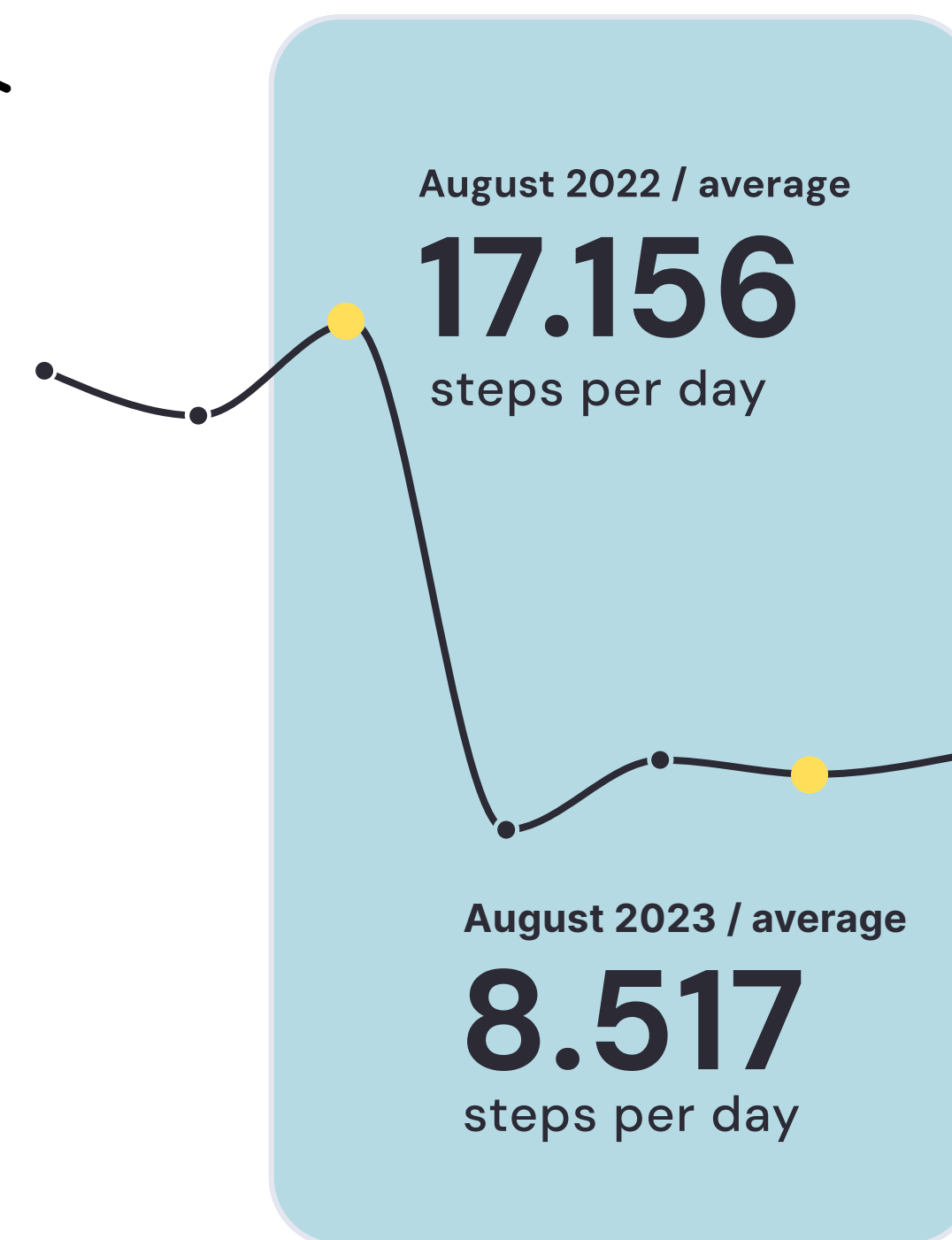
Every step counts.

»We're now significantly more efficient, guests no longer wait and repairs are instantly communicated. My smartphone even shows I've **halved** the amount of time I've walked this month compared to last year pre-Flexkeeping.«

- Nina Tolj, Housekeeping Supervisor at TUI Blue Makarska

Flexkeeping.

SUPERVISOR'S DAILY STEPS





HOUSEKEEPING

No more interruptions.



Before

Housekeepers faced frequent interruptions because there was no efficient way to track room cleaning status, guest request completions or maintenance issues.



After

Flexkeeping eliminated interruptions by allowing **instant digital updates on room status, recording completed guest requests** and **enabling direct submissions of maintenance tickets** via smartphones.

Flexkeeping.

FINDINGS



51h
saved per month
in communication
between departments

*Includes time taken to communicate, modify and confirm tasks, including cases of lost items.

Cleanliness status



Cleaned



Stripped



For inspection



Inspected



DND

»Thank you Flexkeeping.
Now **no one** interrupts me
anymore.«

– Housekeeper at TUI Blue Kalamota Island

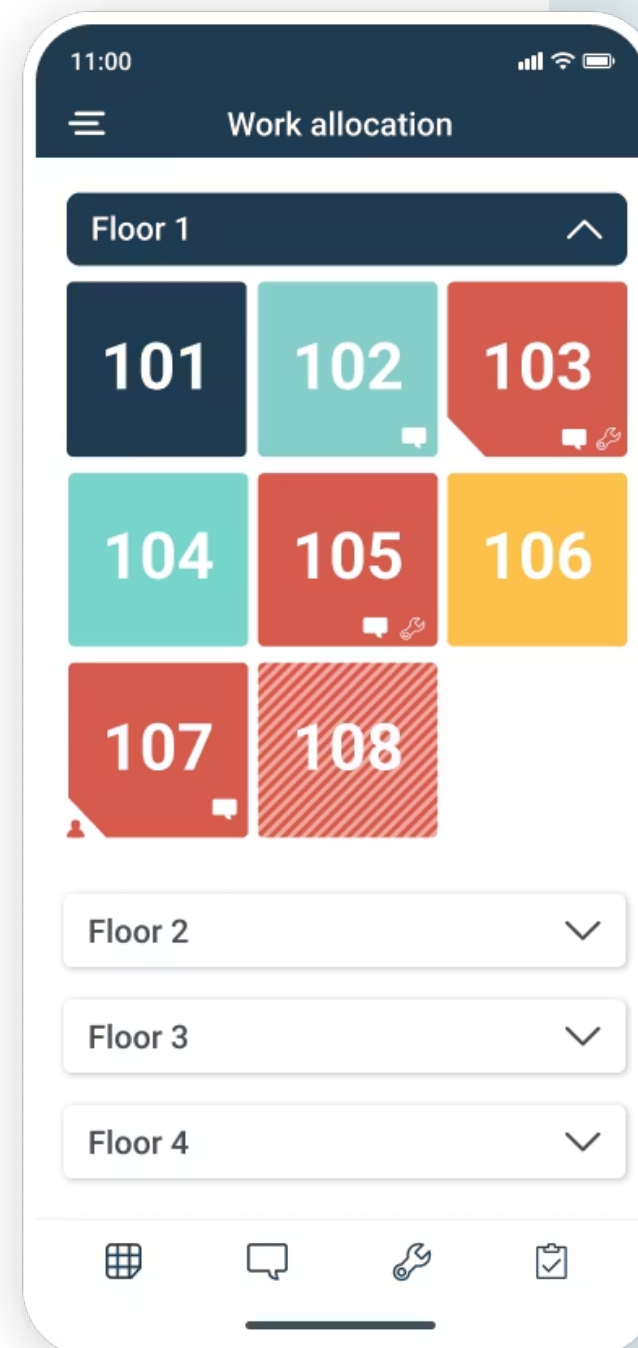


HOUSEKEEPING

»Even our older housekeepers understood how to use it right away because of the intuitively **simple colours** and **symbols**.«

– Sanela Dropić, Housekeeping Manager at TUI Blue Kalamota Island

Flexkeeping.



AUTO TRANSLATE

Chat icon | Change bed linen.



Chat icon | Cambiar sábanas.



MANAGEMENT

A clear overview on task completion.

Historical data

Flexkeeping's historical record-keeping is invaluable as it offers insights into task assignments and completion tracking. It also includes crucial data, such as instances where rooms went uncanceled due to "do not disturb" signs or guest-declined cleaning.

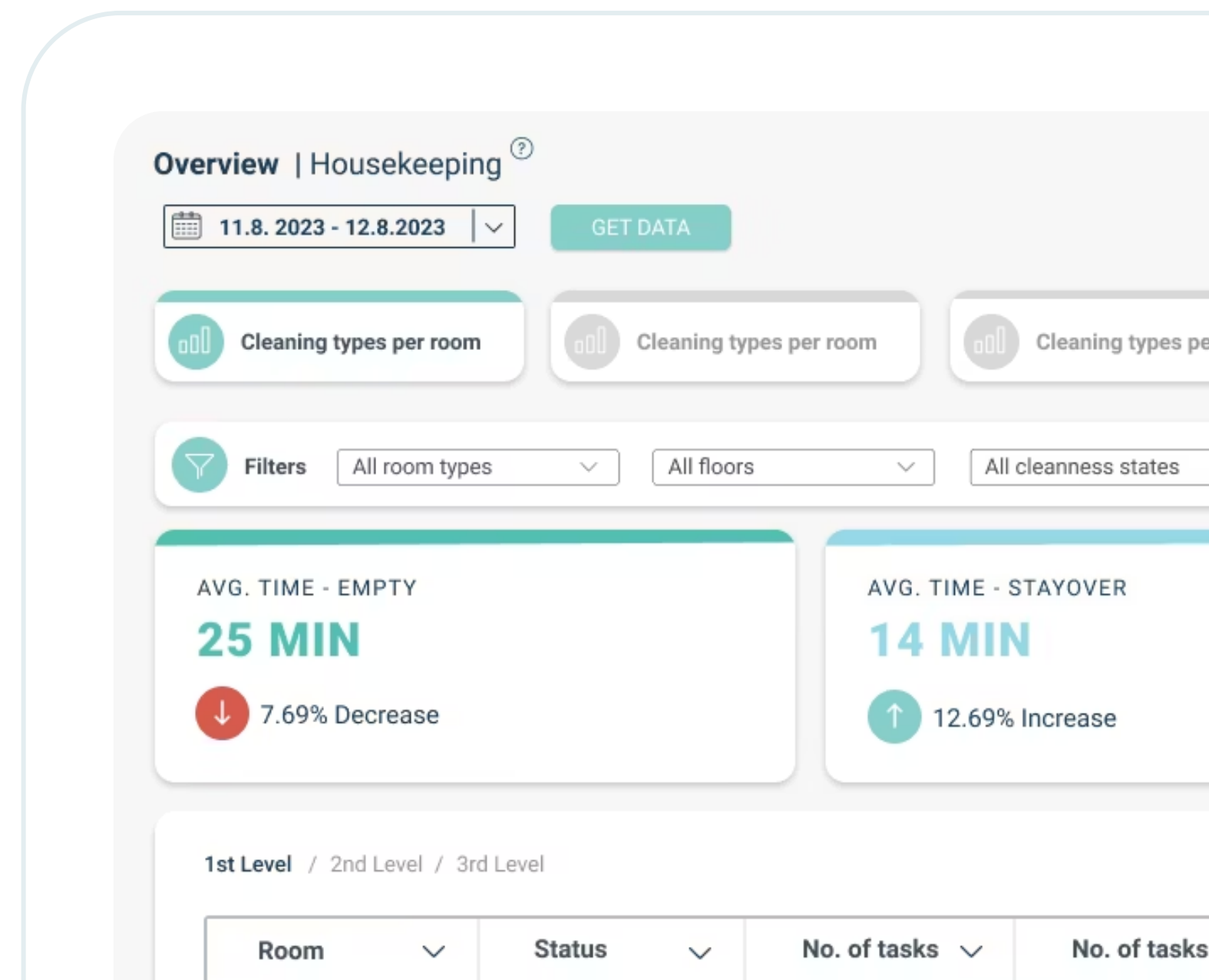
Productivity

Insights such as the number of rooms cleaned and time spent cleaning enable Housekeeping Managers to pinpoint areas where their team may benefit from additional training and improvement.

Flexkeeping.

»Flexkeeping allows us to analyze and enhance our Housekeeping productivity.«

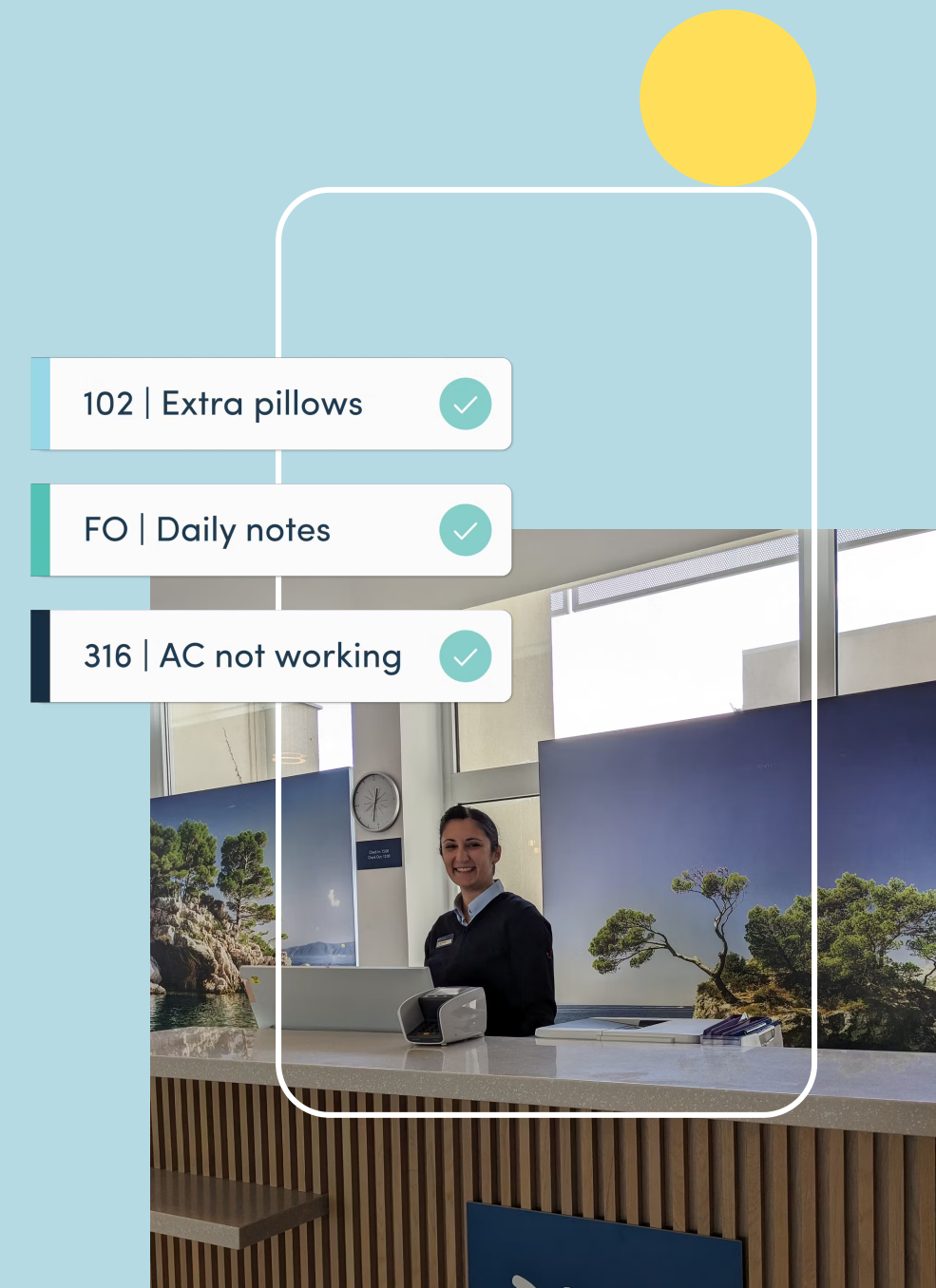
- Darko Domitrović, Room Division Manager at TUI Blue Kalamota Island





Front Office & Guest Services

Supercharging collaboration





FRONT OFFICE

Dispatching guest requests instantly.



Before

Front Office lacked live updates on room cleanliness and struggled to log maintenance issues while guest requests and inquiries could often be forgotten if no one answered the phone.



After

Flexkeeping lets receptionists **immediately send guest requests, report maintenance issues** or **prioritize rooms** for early check-in and everything is visible in **real-time**. So it's all taken care of...

Flexkeeping.

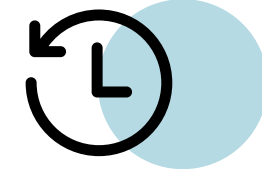
FINDINGS



80%

less phone
calls

+



quicker
reaction times

»We make 80% fewer phone calls, especially for urgent things like room moves.«

– Darko Domitrović, Room Division Manager at TUI
Blue Kalamota Island Resort



FRONT OFFICE

No more manual updates.

Before
Any reservation changes or check-out updates always required manual phone calls between Housekeeping and Front Office.

After
Any reservation update gets immediately sent to Flexkeeping, notifying everyone about the change and eliminating the need for phone calls.

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INTEGRATIONS



0 integration fees

* Flexkeeping fully integrates with any PMS system at no additional cost to the property.



FRONT OFFICE

»Before Flexkeeping, checking-in over 200 guests in high season was an extensive task due to the lack of real-time information. Now, with all the necessary details available in the platform, we can process check-ins swiftly, ensuring a smooth and hassle-free experience for our guests.«

– Andrijana Bakalić, Front Office Manager at TUI Blue Adriatic Beach



FRONT OFFICE

Lost & Found made easy.

- Before**

When an employee found a lost item, they would notify Supervisors via phone who would then manually enter the details into Excel only at the end of their shift for Front Office to see.
- After**

Staff can **immediately report lost items in Flexkeeping** and even attach photos. Front Office can **promptly help guests retrieve possessions**, improving guest satisfaction and reducing delays.

Flexkeeping.



Apple iPhone 9

Room 101



Keys

Room 125



Macbook charger

Lobby



DESCRIPTION

Found

Keys found in the room 101



ATTACHMENTS





MANAGEMENT

A clear overview of guest requests.

Historical data

Flexkeeping provides valuable **insights into the inquiries** sent to Housekeeping and Maintenance, offering detailed analytics from any time period to help decision-making.

Analytics can reveal patterns such as **the most frequent guest requests, internal tasks, workload distribution and peak hours**. All of this data enables Management to detect bottlenecks and ensure the adequate allocation of staff resources.

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»It serves as an additional data source that can be accessed when addressing guest complaints. It's prudent to review past events and evaluate the actions taken.«

– Darko Domitrović, Room Division Manager at TUI Blue Kalamota Island Resort

ListBoardCalendar

All (34)Pending (10)Future (1)Confirmed (3)Done (1)On hold (5)Recurring (0)

Search ...

Assigned toAssigneeAssignment typeStateClear all filters

Reception

M

Handover note

Due in: 1h 10min

Sofia Smith +12 more

Room 101

H

Pre-arrival note

Due in: 2d 1h

Sofia Smith

Conference room

M

Internal meeting: 10AM

Overdue: 10min

Room 29

H

Breakfast order

Sam Parker

Room 100

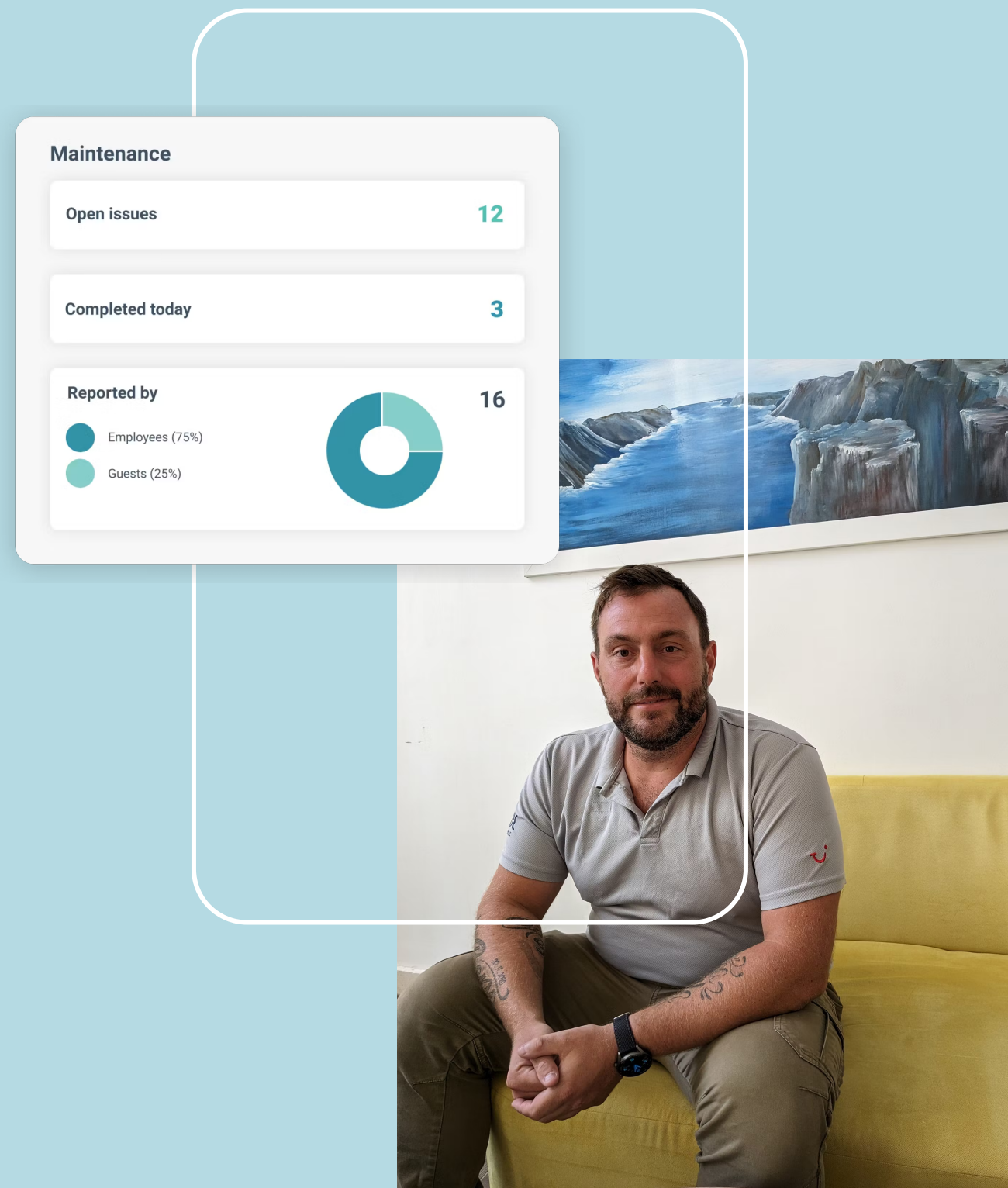
H

Dinner order



Maintenance

Less stress, happier
employees





MAINTENANCE

Easily reporting issues.

Before

Maintenance issues were reported in a notebook at Front Office or via urgent phone calls. The night receptionist then copied them to a computer and sent it on to the GMs.

After

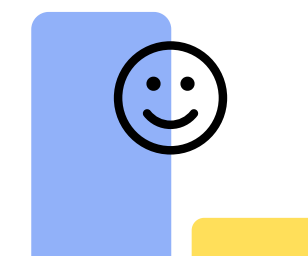
All staff members can **instantly report issues** via the mobile app or computer and **anyone can monitor progress** in real-time, so no one has to interrupt the technicians.

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FINDINGS



60%
less phone calls



70%
less stress

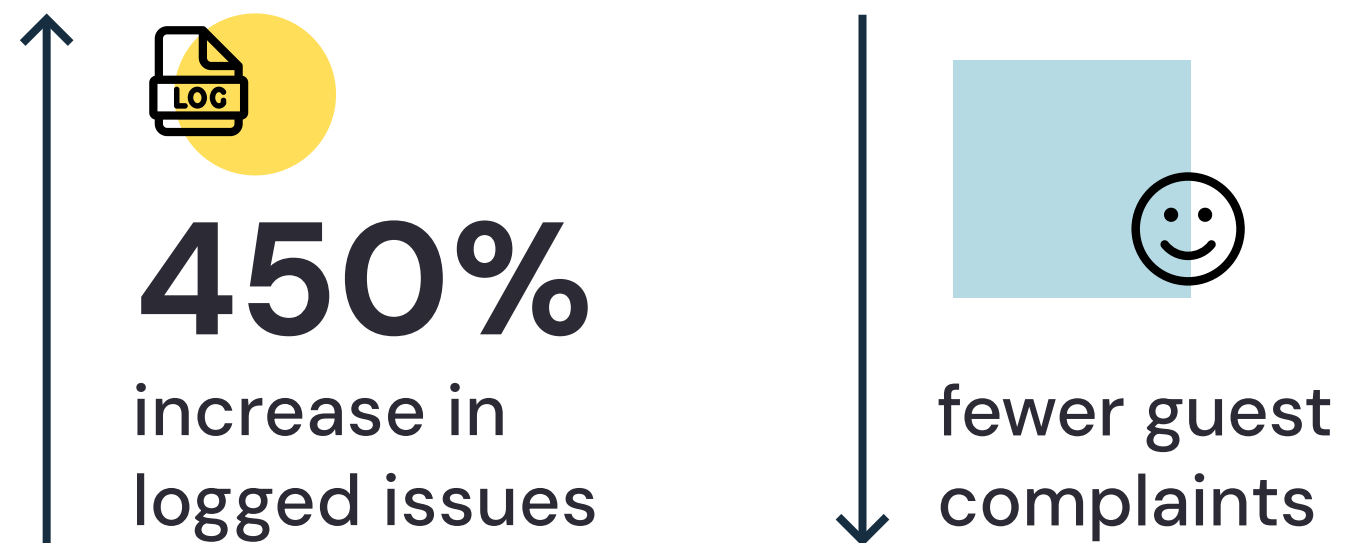
* Maintenance Manager went from calls every 2 minutes to once daily.

»There's been a 70% reduction in stress due to fewer phone calls and better work distribution, which has significantly boosted morale.«

– Krešimir Klaričić, Head of Maintenance at TUI Blue Makarska



MAINTENANCE



*In 2022, employees would report on average only about 2 – 3 maintenance issues in the notebook, or approximately 77 issues per month. In August 2023, staff logged 425 issues in TUI Blue Adriatic Beach via Flexkeeping.

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»Previously, Management would review the logbook and express concerns about having 2 maintenance workers for only '3 issues' reported daily. I'm immensely grateful Flexkeeping now lets anyone report any issue and now our workload is transparent.«

– Lino Vranješ, Head of Maintenance at TUI Blue Adriatic Beach



MAINTENANCE

Efficiently managing issues.

Before

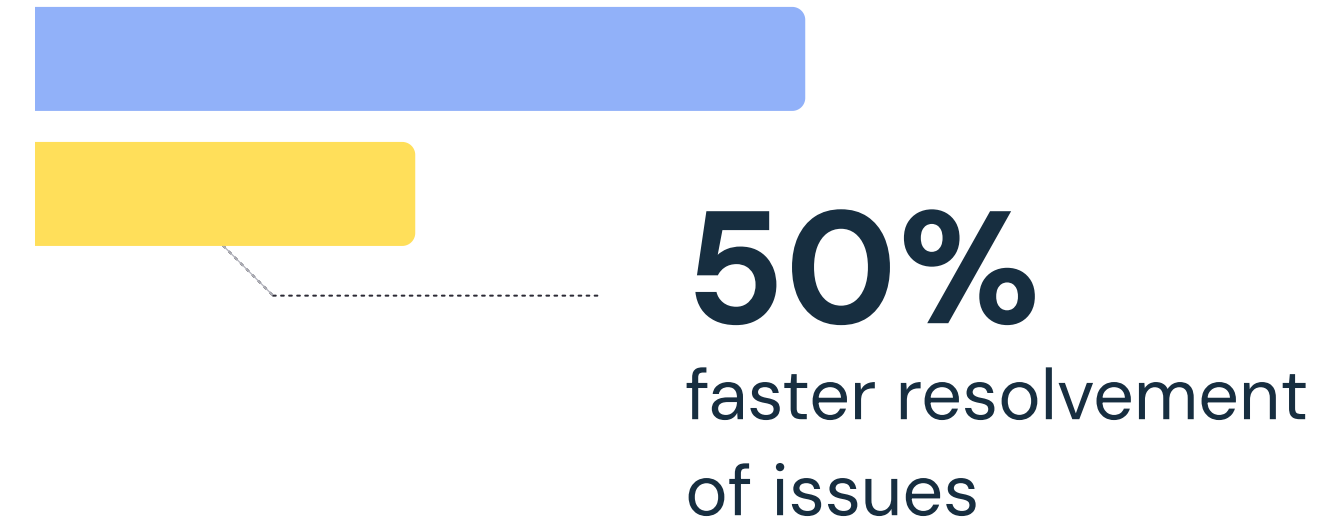
The technicians were required to visit the Front Office to collect lists of unresolved issues – often just before check-in time – and were frequently interrupted by phone calls.

After

By receiving issues in real-time, the team can **manage, prioritize, delegate and monitor all pending tasks** with ease, eliminating the need for long walks to Front Office.

Flexkeeping.

FINDINGS



»We used to visit the Front Office every half hour to an hour, which was exhausting. Now we're at least 50% faster because I can stay updated with my team and address complex issues remotely, including using photos to figure out what tools are required.«

– Stijepo Žitkovic, Head of Maintenance at TUI Blue Kalamota Island



MANAGEMENT

A clear overview on issues & productivity.

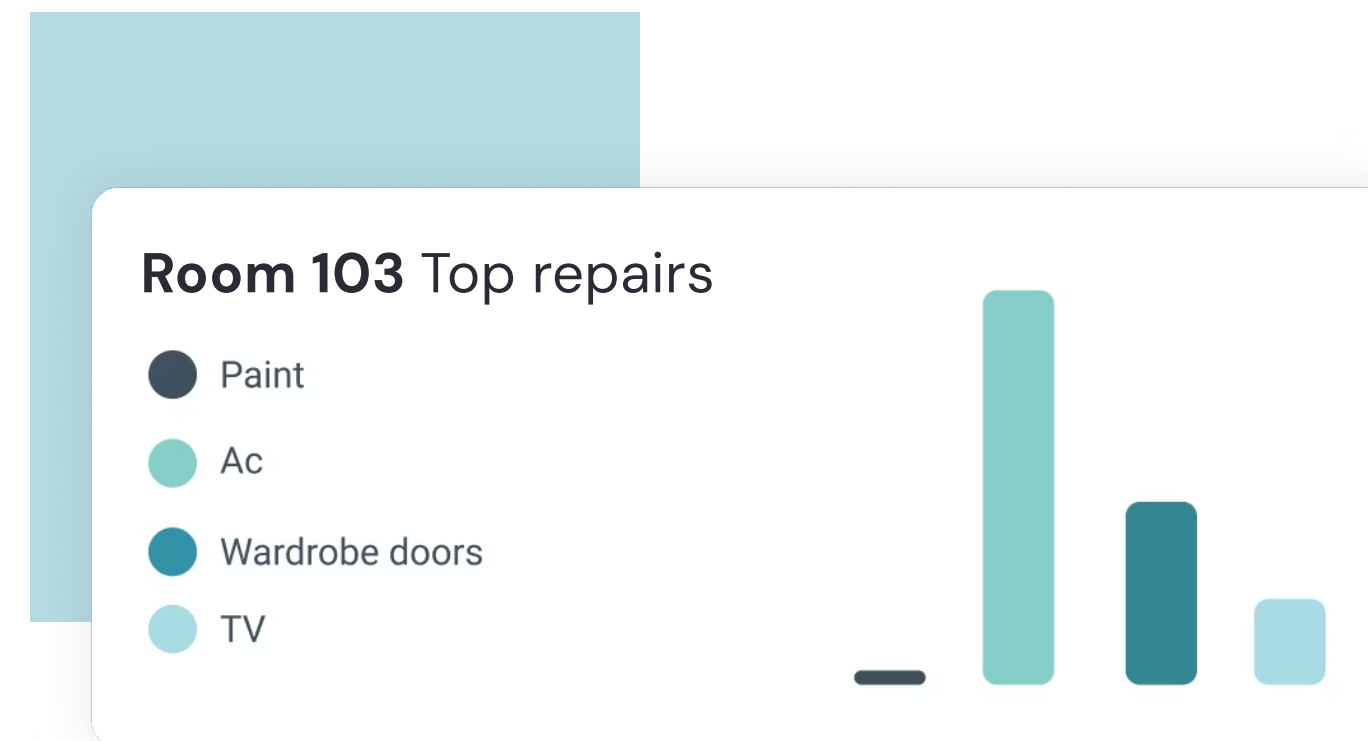
Historical data

Transparent data offers clear **insights into repair frequency** and **common maintenance issues**. We can quickly identify which rooms have the most issues and **what problems recur** so we can **efficiently manage resources and costs**.

Productivity

Flexkeeping has the capability to monitor crucial performance metrics, including **response times**, **issue resolution durations** and the **quantity of issues resolved by each employee**. This can also help plan for staff numbers.

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»The consistent issue documentation and comprehensive records help us make informed investment decisions. With predetermined CAPEX expenses, we can now prioritize better.«

– Marin Kurelić, General Manager at TUI Blue Kalamota Island



Management

Becoming more
strategic

Open issues

12

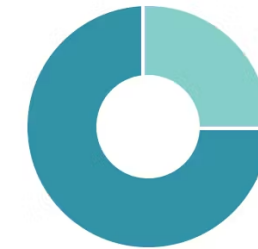
Completed today

3

Reported by

16

- Employees (75%)
- Guests (25%)





MANAGEMENT

Smart insights, smarter decisions.

- **Transparent Operations**
Real-time departmental activity insights, including task assignments and workforce efficiency, finally on one platform.
- **Data-Driven planning**
Flexkeeping helped streamline budgeting for future years using historical insights.
- **Constructive Reporting**
Daily emails with recap reports have made team meetings more efficient and actionable.
- **Avoiding idle labour**
Ensures optimal staffing levels — not too many so as not to exceed costs and not too few to compromise service quality.

Flexkeeping.



DAILY OPERATIONS REPORT

Flexkeeping

Property name
dd/mm/yy

1. Yesterday's overview

| Guests | | Rooms | |
|--------|------------------------------|-------|-----------------|
| 408 | Overnight guests | 185 | Occupied rooms |
| 0 | Reservations with VIP guests | 25 | Departure rooms |
| | | 21 | Arrival rooms |



2. Housekeeping

Housekeeping work scheduled at 06:54.

| | | | |
|-----|---------------------------------|-----|-----------------|
| 23 | Housekeepers on duty | 33 | Departure rooms |
| 344 | Average credits per housekeeper | 182 | Occupied rooms |





»The platform is excellent. It allows me to promptly connect with the HODs and helps highlights areas for improvement across our Operations. I can also track work productivity. Or when a guest raises a concern, I can find the person responsible and address any issues.«

– Marin Kurelić, General Manager at TUI Blue Kalamota Island

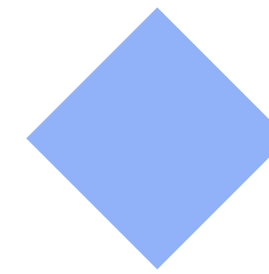


Flexkeeping.

Investing for the future.

Easy automations and supercharging collaboration have never been more important for Operations teams. From the top line to the bottom, from happier staff to sustainable businesses, it's all about driving great guest experiences...

Flexkeeping.



339%
return on investment

* The ROI figures mentioned are based on a detailed ROI calculator used for the implementation of Flexkeeping at TUI Blue Hotels Croatia.