

INTERNET

CheckYourRoom.com ups customer service for picky luxury consumers

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checkyourroom
find and book your ideal hotel room



By RACHEL LAMB

Luxury hotels are taking customer service to the next level with the launch of CheckYourRoom.com, an online destination that hand-picks hotel rooms in Europe for affluent consumers.

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Luxury Daily

CheckYourRoom is not optimized for mobile nor does the site have an application available. However, the site has marketed itself via public relations outreach and has already incorporated Twitter and Facebook pages into its strategy.

“We're putting an emphasis on the hotel experience as an emotional one: we want people to find their dream hotel room, the one that seems made for them,” said Frédéric Escalas, managing partner at CheckYourRoom.com, Paris.

“That's why we developed the ‘What Room Are You?’ hotel personality quiz [because] it's a great starting point for first-time visitors to our site,” he said. “The quiz helps them discover unique and beautiful hotel rooms across the world that are best suited to their personality type.”

“We're currently focused on the niche European luxury and boutique hotel market in terms of our room collection, but we're planning on expanding worldwide, all the while keeping

our focus on quality, not quantity.”

CheckYourRoom is a Paris-based travel startup that launched earlier this year.

Check mate

Consumers can take the “What’s Your Room Personality?” quiz.



Room personality quiz

Potential guests are asked questions such as their favorite type of food, personal fashion style and weekend activities to compile a guest profile and determine which room best suits them.

When the quiz is complete, participants are given a list of hotel rooms that complement their personalities.



Quiz results and suggestions

“Often, with independent properties, guest rooms have a large variation in product type because they tend to be smaller and more unique,” said Lisa Holt, creative director at **DLS Hotels**, Napa, CA. “However, in my opinion, you get a more sophisticated and exposed experience in non-branded hotels.

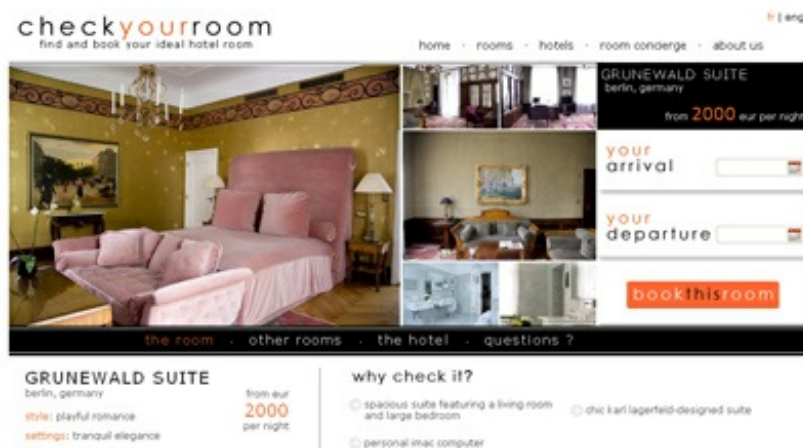
“This system tends to nail down certain traits more quickly, which will have a lot of appeal to some people,” she said.

“The quiz wasn’t too far off, and I’m usually pickier than the analysis allows you to be.”

Some rooms boast luxury-specific significance, such as the Grunewald Suite at **Schlosshotel im Grunewald** in Berlin.

The suite is a trio of rooms in the heart of the German capital and is designed by Chanel

and Fendi creative director Karl Lagerfeld. It runs for \$2,914 per night.



Grunewald Suite designed by Karl Lagerfeld

Consumers can also browse room features and keywords such as type of view or fireplace.

For example, if consumers want a room in Paris overlooking the Eiffel Tower, CheckYourRoom will match that request.

“We are the first hotel booking site to guarantee a specific room,” CheckYourRoom’s Mr. Escalas said. “The specific room you see and book through our site is the specific one you’ll get at check-in.”

This system is especially appealing to affluent consumers who expect top-notch service and are willing to pay premiums for specific demands.

The quick and easy-to-navigate site is also alluring to wealthy individuals who are too busy or cannot be bothered with tedious traveling Web sites.

Room for improvement

Similar to most new sites, Check Your Room has some minor defects.

“The site is great, but it lacks some glamour and tends to attract a younger audience, which isn’t totally where the luxury audience is,” DLS’ Ms. Holt said.

“If the site could glam up a bit and try not to hard-hit on reaching a young audience with some of the quiz questions, it could do very, very well,” she said.

Furthermore, the cloud tag, which spins when consumers roll over it with their cursors, is a little hard to work with.

There are too many options and the spinning maneuver makes items difficult to click on, Ms. Holt said.

The site’s biggest challenge is making sure that it delivers on its promises.

“If consumers are looking on the Web site and see a certain room that they want, the site better give them that specific room,” Ms. Holt said.

“The whole point is to find an exact room with the specific amenities and the site loses its

appeal if it is not exactly what it says it will be,” she said.

Final Take

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