

Case Study

Central Knowledge Base for Optimal Guest Communication



At a Glance

Company

UNISONO Hospitality
Management GmbH
www.unisono-hm.com

Industry

Hotel & Hospitality

Key figures

> 100,000 guest inquiries per year. Comprehensive back-office services for more than 70 hotels across Germany, Austria, and Switzerland

USU solution

USU Customer Service
Knowledge Management

Challenge

Unisono provides extensive back-office services for hotels. With rapid growth, the existing standard solution could no longer meet the rising demands for current, high-quality, and multi-channel service information. To address this, a central knowledge base was needed as a future-proof, scalable, and process-oriented solution.

Solution

Unisono envisioned an integrated system that would serve as a “single source of truth,” actively delivering all service content throughout the guest process. They chose USU Customer Service Knowledge Management, primarily due to its powerful capabilities, expert consulting, and strong support. A key factor in the project’s success was structuring knowledge across various media and aligning it functionally and procedurally with the system.

Result

With the new integrated knowledge base, Unisono’s service team significantly improved the quality, speed, and efficiency of their back-office services. The onboarding process for new employees and customers was optimized as well. As the core system, it serves as the digital backbone of Unisono’s business model, playing a critical role in sustaining rapid growth.



Digital Hotel Services by Unisono

“ USU is always available – we rely on the knowledge management system 24/7 to support our services. This ensures that, even as we grow, all guest inquiries are promptly answered.

Tanja Waigand, Director Business Development,
Head of 24/7 1st Level Support,
UNISONO Hospitality Management GmbH

Relief & Focus on What Matters – The UNISONO Business Model

For years, UNISONO has offered a comprehensive service package for individual hotels and smaller hotel groups. Their back-office model addresses two major issues in the hospitality industry – the shortage of skilled workers and the high fixed costs associated with guest support. Whenever on-site service isn't necessary, UNISONO steps in, 24/7, 365 days a year. From check-in times to parking options, rental bikes, or accessible rooms, their service team handles a wide range of questions before, during, and after the guest's stay.

To ensure optimal knowledge transfer, UNISONO developed a detailed concept for how knowledge should be gathered across departments, prepared, and used for active guest communication. A powerful, modern knowledge platform was the foundation for continued dynamic growth, providing high-quality information that is transparent, structured, and readily

available throughout the “Guest Journey.” This platform also had the potential to integrate with the phone system, offering seamless, knowledge-intensive back-office services.

All Media, All Channels – One System

After a thorough market evaluation, USU emerged with the most capable solution. Key factors included the system's future-proof design, its ability to model internal processes, data privacy considerations, and the expertise of the consultants and support teams. Based on project goals and the concept, the team consolidated existing data, integrated it into the knowledge base, and created new knowledge documents. Each client received a customized area filled with various media, from Word documents and YouTube videos to photos, graphics, and standard operating procedures (SOPs). This system enables quick responses to common questions like check-in times and provides specific details such as wellness offerings or parking garages.

Employees also gain a visual understanding of the premises and can virtually guide guests to their rooms if needed. Most emergencies can be handled remotely, such as forgotten keys or malfunctioning room codes. Handling sensitive data with proper security measures, like verifying personal and booking details, is crucial. The knowledge base also stores the full range of services, from reservation management to reception duties and customer feedback, covering the entire customer journey. Overall, the system serves as the “single source of truth” for all contact channels, including chat, email, and WhatsApp.

Knowledge Management as a Growth Driver

Today, the USU knowledge base is the IT backbone of UNISONO's core service business and a key driver of further growth. Processes like onboarding new customers and training new employees have been reduced by around 50%, significantly speeding up operations. The time it takes to resolve issues has also decreased by an average of 40%, thanks to on-demand access to knowledge. The structured content and standardized forms enhance quality and streamline internal processes.

"With the USU system, we experience daily success, scale up easily, and efficiently handle the increasing volume of around 2,000 calls per week. This streamlines processes for both our clients and ourselves," emphasizes Fabian Heller, Head of UNISONO's Hamburg office. "But we're not stopping here – we're currently evaluating AI-driven functions, such as training for standard questions, automatic invoice corrections, or responses tailored to each hotel's tone," adds Sascha Nemeth, Managing Director of UNISONO Germany, responsible for the company's digital transformation.

Let's create your unique success story together

If you'd like to learn more about how we can support your business, I'm excited to answer your questions in a personal conversation. **Schedule an appointment now.**



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