

Spotlight On Chekin

Submitted by clatruiyols on Wed, 29/11/2023 - 13:23

Travel TechLab by HBX Group is the innovation lab of HBX Group, and powered by Wayra, which seeks to constantly re-imagine the world of travel by finding new ways to help our customers succeed and our business partners achieve their goals.

As part of our ongoing mission to co-innovate with startup partners in order to deliver impactful, customer-focused experiences, products and platforms which reshape the travel industry, earlier this year TravelTech Lab by Hotelbeds hosted a **Pitch Day Challenge**, where startups from around the world were invited to showcase the myriad, forward-looking ways their products and services are providing solutions to real-life challenges currently being faced within the industry.

In this **'Spotlight On'** blog series, we'll be shining the light of attention on each of the four start-ups that were shortlisted during this Pitch Day Challenge, to bring their work to the forefront of the travel industry's focus.

This time, we're diving into the journey of Chekin, a promising start-up that has captured our attention thanks to its unique technological solutions which help professionals and hosts to optimise the entire process of vacation rental management, covering crucial stages such as: online guest registration, OCR scanner for guest ID, identity verification, sending data to authorities, customised rental contracts and digital signatures, upselling, tourist taxes, customised communications with guests, online payments, damage protection, remote access and much more.

Can you describe the genesis of the start-up, including the idea that sparked its creation?

Chekin, a Sevilla-based startup founded in 2017, started on a mission to streamline the guest registration process within tourist accommodations. Its founder and CEO, Carlos Lagares, created Chekin from his years of property management experience with a clear objective: eradicate manual check-in procedures.

The first version, named the "chekin app," allowed guests to complete online forms prior to arrival and simplified the creation of guest's registration report and mandatory legal documents. In line with Chekin's expansion, the company's portfolio grew to cover full automation of the entire process. The company started with a basic product, but surprisingly managed to attract more than 600 establishments in a short period of time.

Despite its humble beginnings, the derivation of the word "check-in" to "chekin" resulted in a brand that strongly resonated in the global hospitality industry. Today, Chekin stands as a leading company, fundamentally reshaping how the hospitality industry navigates the complexities of guest check-in. Its innovative approach has enhanced guest experiences while empowering hosts to channel their efforts into exceptional service delivery and revenue maximisation.

Driven by a bold vision to establish global dominance in all aspects of the check-in process, Chekin continues to make giant strides in the lodging sector.

Can you articulate for us Chekin's mission and long-term vision, outlining the problems it seeks to solve and opportunities it presents?

Mission:

At Chekin, our mission is to redefine and streamline the check-in experience for the lodging industry through our innovative online check-in solution. We are dedicated to enhancing guest satisfaction and operational efficiency for lodging businesses of all sizes. By offering a user-friendly platform that simplifies the check-in process, we aim to empower both guests and property owners, ensuring a seamless and personalised arrival experience that sets the tone for a delightful stay.

Vision:

Our vision at Chekin is to be the foremost provider of online check-in solutions tailored for the lodging sector, recognised for our commitment to excellence and technological innovation. We envision a future where every lodging establishment, from boutique hotels to large resorts, seamlessly integrates our platform to offer guests a contactless and efficient check-in process. By continuously evolving our technology and collaborating closely with our partners, we strive to shape the future of guest experiences in the lodging industry, setting new benchmarks for convenience, accessibility, and guest satisfaction.

How does Chekin align with the larger industry landscape, and what is its potential for growth?

Chekin meets the rising demand for automated check-ins in hospitality. With its versatile solution and a focus on guest satisfaction, time-saving, and legal compliance, Chekin has substantial growth potential in a thriving global hospitality market. Its comprehensive approach and automation align well with the evolving lodging landscape, positioning Chekin to shape the future of guest experiences in the industry.

What is your unique value proposition, and how does it set your start-up apart from competitors?

There is no standard solution that provides the enabling technology to automate the entire guest registration process, from booking confirmation till check-out.

Tell us about the innovative solutions or products that your start-up offers!

- **Check-in online:** Once the reservation is confirmed, guests will receive a link that will lead them to online check-in, where they will complete the registration process. Easy, fast and simple.

- **Check-in onsite:** Capture your guests' data instantly through our OCR ID scanner. - **Identity Verification:** We offer you the most advanced biometric match technology, which will allow businesses to verify the identity of their guests remotely at any time.

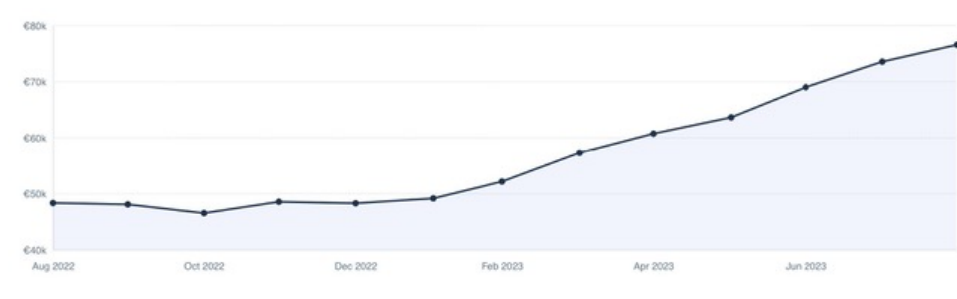
- **Remote Access:** Businesses will save hundreds of hours by not having to move to the property to deliver or collect the keys.
- **Legal:** Once your guests have completed the online check-in, we generate the guest's registration slips and automatically send them to the competent authorities within 24 hours of the check-in date, as required by law. Chekin is the only one addressing the fragmented regulations of different countries.
- **Rental contracts and digital sign:** We offer customisable leases for each property, allowing the addition of as many clauses as required. During online check-in, guests will be able to digitally sign the contract, which will be saved in the dashboard in the "Documents" section.
- **Upselling:** Revolutionise the experience of each guest, increase the benefits of each reservation, get better reviews and get more direct reservations.
- **Tourist taxes:** The calculation of tourist taxes is a complex and tedious process, and many parameters are involved that vary between regions and countries. Our software calculates them automatically.
- **Customised guest communications:** Customise and create templates with all the information to be sent to guests. Choose when guests should receive these communications, and we will send them automatically.
- **Online Payments:** Manage and automate all guest payments from the Chekin dashboard.
- **Damage Protection:** The damage protection program provides peace of mind for businesses and their guests, while generating more income from each reservation. Chekin is the only one to address all check-in stages!

Who is your target audience and describe the specific needs or pain points that your offering addresses?

Our solutions can assist businesses within the lodging sector, from smaller to large-scale vacation rentals, hotels, camps, and other tourist accommodations worldwide.

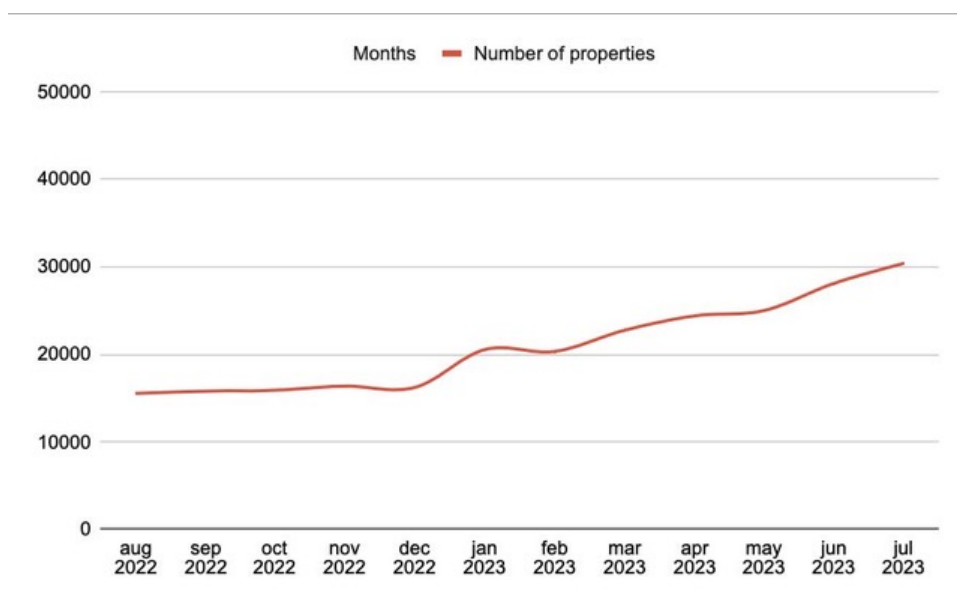
Tell us about Chekin's accomplishments and milestones. What are your current significant achievements to date?

- * +22.000 properties that use us.
- * + 6.000.000 check-ins completed.
- * +20 implemented countries.
- * + 50 PMS and Smart lock solutions integrated.



Can you provide metrics or data to demonstrate the company's progress and impact?

We achieved significant growth, from less than 50k to almost 80k MRR in one year, and despite the summer low season, our MRR continues to grow. Over less than a year we have increased the number of active properties in Chekin from 16K to 31K.



Give us some insight into your company culture and brand values. How do you foster innovation, as a company?

At Chekin, our approach to fostering innovation is deeply ingrained in our company culture. We recognise that innovation is not just about developing groundbreaking products and solutions but also about cultivating an environment where creativity thrives, and every team member feels empowered to contribute their ideas.

Here's a glimpse into our strategy for fostering innovation:

- 1. Encouraging Open Communication:** We believe that great ideas can come from anyone, regardless of their position within the company. We encourage open communication across all levels, ensuring that every team member's voice is heard. Regular brainstorming sessions, idea-sharing platforms, and cross-functional meetings are a few ways we promote a culture of open dialogue.
- 2. Embracing Diversity:** We understand that diverse perspectives fuel innovation. Our team is composed of individuals from various backgrounds, cultures, and experiences. This diversity not only enriches our workplace

but also leads to a broader range of ideas and solutions.

3. Fail Forward Philosophy: Innovation inherently involves risk-taking and experimentation. We foster a "fail forward" philosophy, where failures are viewed as learning opportunities. This mindset encourages individuals to step outside their comfort zones, knowing that their contributions are valued even if they don't always lead to immediate success.

4. Cross-Functional Collaboration: We break down silos and encourage collaboration between different departments. The synergy between teams with diverse expertise often sparks innovative solutions that wouldn't have been possible in isolation.

5. External Partnerships: We actively seek partnerships with external organisations, startups, and research institutions to tap into a broader network of ideas and expertise. These collaborations help us stay at the forefront of innovation in our industry.

At Chekin, innovation is more than just a buzzword – it's a way of life. By fostering a culture that values creativity, collaboration, and continuous improvement, we empower our team to push boundaries, create meaningful solutions, and drive the company's success to new heights.

Meet the team at Chekin!:



TRAVELTECH LAB BY HBX Group

We explore the intersection of emerging technology and travel, to build innovative products and consumer experiences all whilst engineering solutions that advance Hotelbeds' innovation agenda, and better the lives of our customers.

We're firm believers that in a collaborative environment, it's all about exploring new horizons to future-proof our business and drive digital transformation.

Learn more about our work [here](#), and visit the [Chekin website](#) to discover more about their offering.

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