



HotelTime

solutions

Case study Cru Hotel

HotelBuddy  WebLock



A boutique experience backed by smart tech

Cru Hotel is a small, 15-room boutique hotel in the heart of Tallinn's old town, run by a lean team of just two people (plus housekeeping). With limited resources and no dedicated reception team on-site 24/7, the hotel needed **a tech stack that could carry the operational load** while keeping the guest experience seamless and personal.

The challenge

Cru Hotel needed a setup that could take care of all **guest-facing and back-office** operations without anyone physically present — enabling last-minute sales, automated check-in and check-out, and keyless access — all while being easy to manage for a very small team. That's why they chose:



HotelTime PMS as the core platform to manage operations, reservations and housekeeping



HotelBuddy as the guest-facing layer for online check-in, check-out, payments, and communication



WebLock as the smart access solution generating key codes automatically and syncing with bookings

The solution: One tech ecosystem, three expert providers

HotelTime Solutions became the core of the hotel's day-to-day operations, powering everything from reservations and guest communication to reporting and payments. What made the difference? A combination of a **robust, intuitive PMS and responsive support**.

"All the things I needed to get done — I could do with HotelTime. I always had someone to talk to when I needed help. The support was a game changer. With the previous provider I was mostly sent YouTube videos instead of actual help — not ideal when you're trying to run a hotel."

Art Peep
Cru Hotel Manager



To make guest arrivals fully autonomous, Cru Hotel integrated **HotelBuddy**, a self-service platform for **online check-in, digital keys, and upselling**. HotelBuddy also enabled **online check-out** — something the hotel didn't have before — giving guests a smooth start and finish to their stay.

"Now, even if I'm not at the hotel, everything still works. Guests book, check in, check out, and pay — all on their own."

For access, **WebLock** brought in the final piece of the puzzle: **smart locks that sync with reservations to generate door codes automatically**. No manual entry, no front desk handovers — just streamlined access that works every time.

"We used to create codes manually. Now it's all automatic and faster. Guests get their WebLock code via HotelBuddy and can enter without any help from us."





Why this tech stack works

Because the parts talk to each other. **HotelTime PMS, HotelBuddy, and WebLock** are integrated and built for automation. Each system takes care of its part — and together, they deliver a consistent, contact-free guest experience.

The impact



Higher share of **online check-ins and seamless last minute bookings**



Time saved: Reception-free operations, with the option to leave the property



Better guest experience: No queues, no paperwork, fewer touchpoints



More reviews and fewer complaints

About the providers

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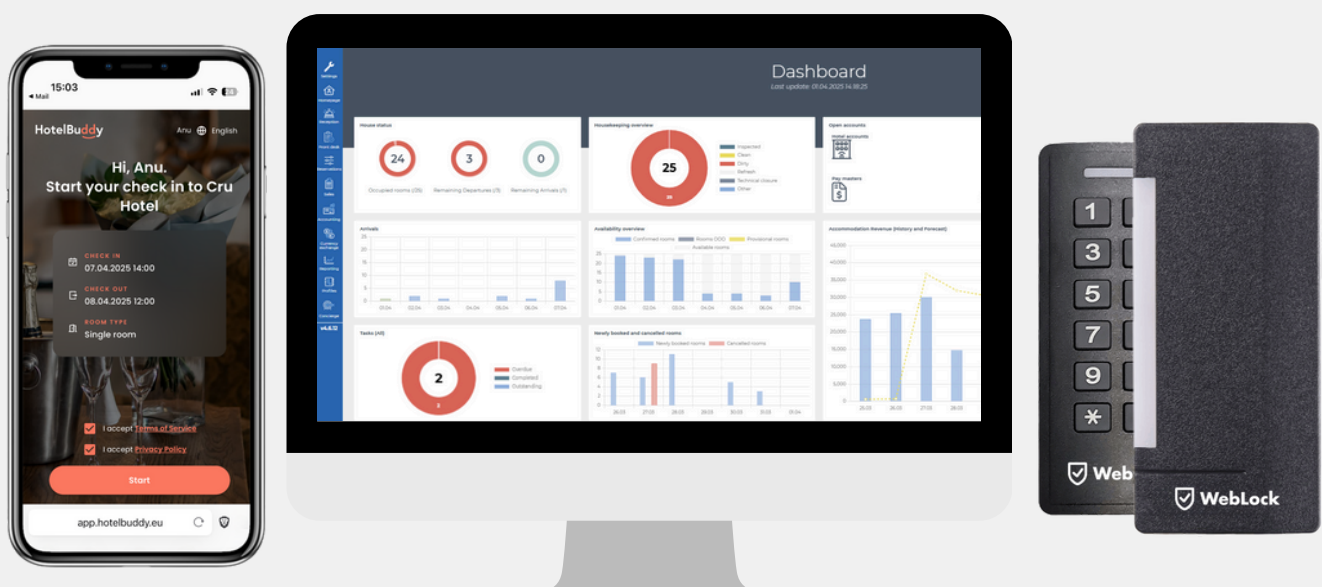
HotelTime Solutions offers a comprehensive, feature-rich cloud platform used by hotels, restaurants, SPAs, and conference venues in 20+ countries. With 23 years in the industry and over 650 properties onboard, they bring solid and innovative tech to day-to-day operations — from PMS to ePOS, SPA, MICE, and beyond.

HotelBuddy is an all-in-one hotel self-service platform offering online check-in, digital keys, QR kiosks, upselling, and guest chat. Fully web-based and PMS-integrated, it reduces queues, minimizes front desk workload, and supports paperless, eco-friendly operations.

HotelBuddy

WebLock

WebLock provides smart access solutions for accommodation providers, so they can automate and simplify the guest journey and enable seamless online check-in. They help hotels and co-living operators in 12 countries across Europe cut operational costs with innovative hardware and cloud tech, fully developed in Estonia.





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