

AVANTSTAY



When every guest message gets handled three times

something is going wrong before anyone picks up the phone.

1,500

properties managed

500+

daily guest check-ins

1,000+

group SMS conversations

350

employees on Spoke

AvantStay manages over 1,500 luxury vacation properties across the US. At that scale, the quality of every guest interaction — check-in, issue, last-minute request — is the product. Conversations aren't support overhead. They're how the experience gets delivered.

Guest messages were being touched two or three times before they reached the right person. A check-in question would come in, get passed along, land with someone without the right context, and get passed again. When teams are stretched across 1,500 properties, that friction compounds fast. Calls and texts were ending up on personal phones, the business couldn't see any of it: no record of what was said, no way to spot the pattern, no way to fix it. The personalized experience AvantStay had built their reputation on was getting harder to deliver. Not because the people weren't capable but because the system wasn't built for it.

Spoke replaced the patchwork system. Before a guest arrives, automated SMS sends them everything they need: key codes, arrival instructions, local contacts. No manual sending. No two guests getting a different version. When a guest has an issue during their stay, their message routes directly to the right person with the context they need. Guest calls and texts no longer land on personal phones. They run through shared numbers the business controls, with full visibility into what was said, when, and by whom.

500 daily check-ins handled smoothly at peak capacity. 1,000 active group SMS conversations running across teams at any time. 80% reduction in time spent manually routing and following up on guest messages. The hours that used to go into shuffling messages between team members now go into the properties and the guests.



“By addressing the customization and integration challenges with our communication tools, we've significantly streamlined our operations, enhanced our external communications, and realized substantial cost savings.”

OPERATIONS LEAD, AVANTSTAY



Before

Challenges and Opportunities

Every guest message was handled 2–3 times before reaching the right person

Guest calls and texts were landing on personal phones with no visibility for the business

Check-in information was sent manually, inconsistently, across 1,500 properties

Context was split across RingCentral, Zendesk, and internal tools

After

The Value-Driven Results

Messages route directly to the right local team, no more double handling

All guest communication runs through Spoke on shared numbers the business controls

Automated SMS sends every guest the right property details before they arrive

One system now handles calls, messages, and history so there's less to manage and less to miss