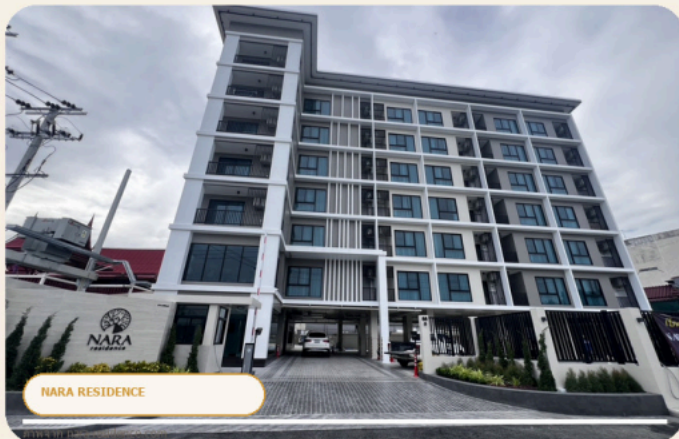


DIGITIZATION AND WORKFLOW AUTOMATION

Make repetitive work visible and systematic.

Case studies: Nara Residence × Driftcoconut

Live-source edition • 10 October 2026



OPERATING MODEL

Capture

Every enquiry, request and decision starts in one record.

Centralize

The team sees the same current information.

Automate

Useful reminders and handoffs run on time.

Measure

A small set of signals guides the next improvement.

CAPTURE / CENTRALIZE / AUTOMATE / MEASURE

A clear system reduces repeated chasing and makes ownership and next actions visible.

01

Capture

Log enquiries, changes and decisions in one shared record.

02

Centralize

Keep working information searchable and shared by the team.

03

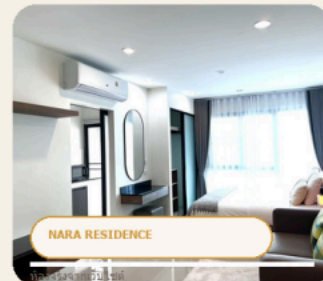
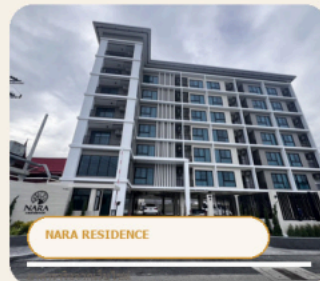
Automate

Route reminders, approvals and handoffs to the responsible person.

04

Measure

Review a few useful indicators and improve the next cycle.



EXPECTED OUTCOMES

- Faster responses
- Fewer missed handoffs
- Cleaner centralized records
- Less repetitive manual work
- Clearer management visibility

NARA TOOLKIT

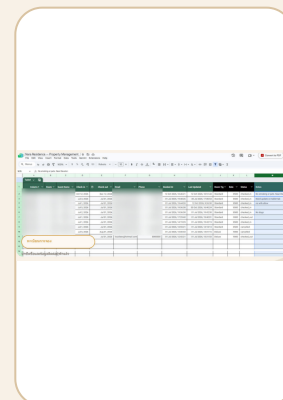
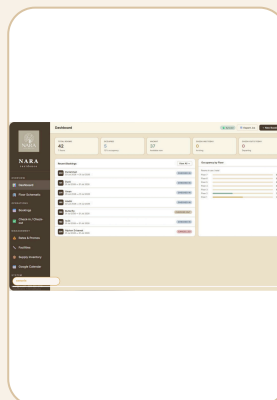
Website

LINE OA

Booking management app

Google Sheets register

Website enquiries enter LINE OA, move into the booking management app and sync to Google Sheets.



LINE OA BOOKING WORKFLOW

Four aligned evidence lanes show each handoff from the website enquiry to the shared register.

Website



LINE OA



Booking Management App

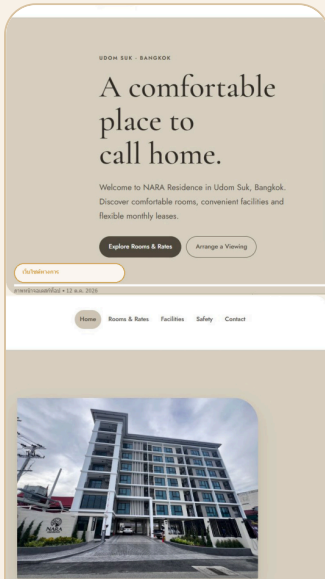


Google Sheets

01

Open the website

The guest chooses Book a Room from the Nara Residence website.

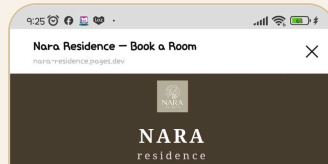


Nara website

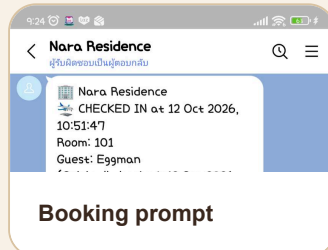
02

Continue in LINE OA

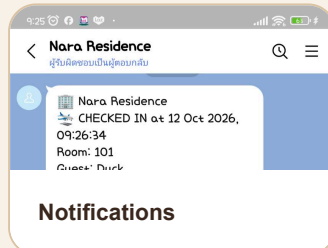
LINE OA presents the booking card, room photos and contact options.



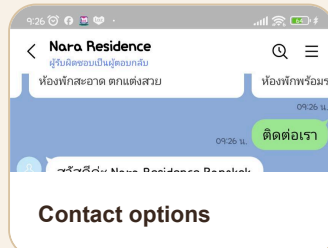
Booking form



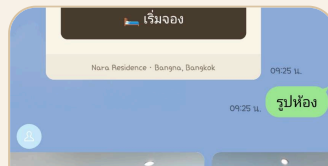
Booking prompt



Notifications



Contact options

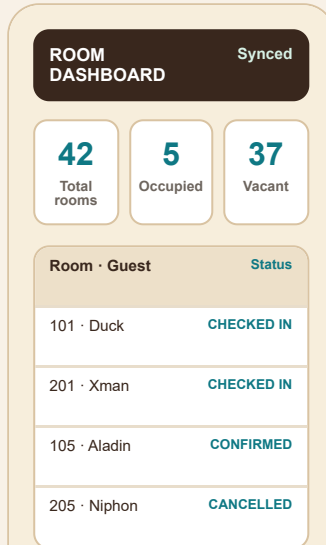


Room photos

03

Submit and review

The guest completes the form; the booking app gives the team one request to review.



Dashboard and room status



Booking review and approval

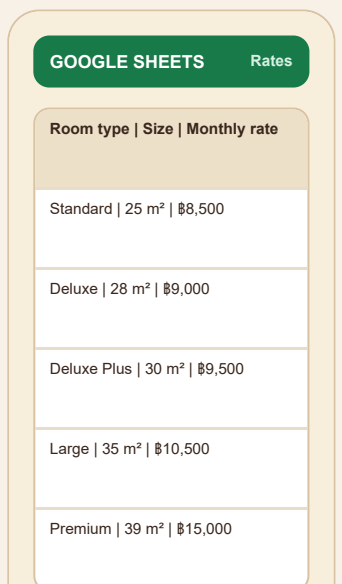
04

Sync the record

The confirmed booking is written to Google Sheets for status tracking and follow-up.



Booking register



Rates register



Nara room

BUSINESS CONTEXT


www.nara-residence.com

[Home](#)
[Rooms & Rates](#)
[Facilities](#)
[Safety](#)
[Contact](#)

UDOM SUK • BANGKOK

A comfortable place to call home.

Welcome to NARA Residence in Udom Suk, Bangkok. Discover comfortable rooms, convenient facilities and flexible monthly leases.

[Explore Rooms & Rates](#)
[Arrange a Viewing](#)

[OFFICIAL WEBSITE](#)

ภาพหน้าจอเว็บไซต์ • 12 ต.ค. 2026



Lease options

Monthly leases start at one month. Rooms are 28–39 m², depending on room type.

Resident experience

The website presents Wi-Fi, parking, keycard access, fitness facilities and CCTV in shared

Operational impact

Every viewing request should record an owner, response time and a clear next action.

KEY DIGITAL PRIORITIES

01 Capture enquiries

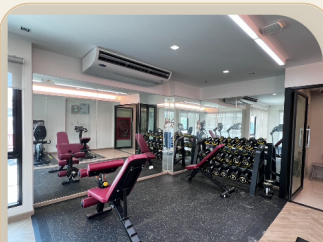
02 Show current room status

03 Assign an owner to each decision

04 Keep an audit trail

DATA BOUNDARY

The website communicates with prospective residents. The back-office system separates booking operations and uses synthetic demonstration data only.



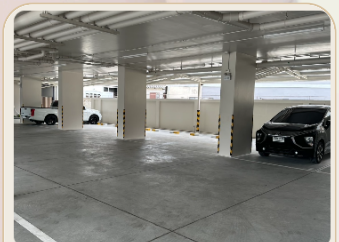
Strength gym



Cardio gym



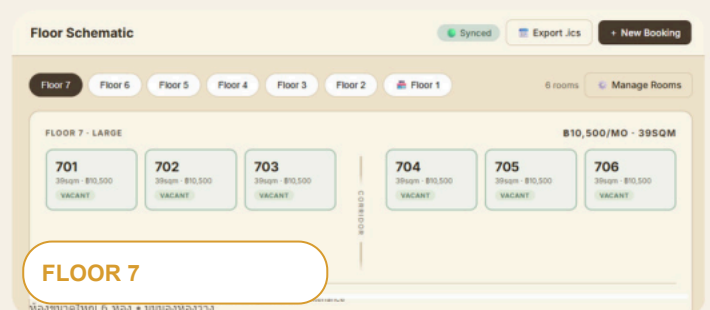
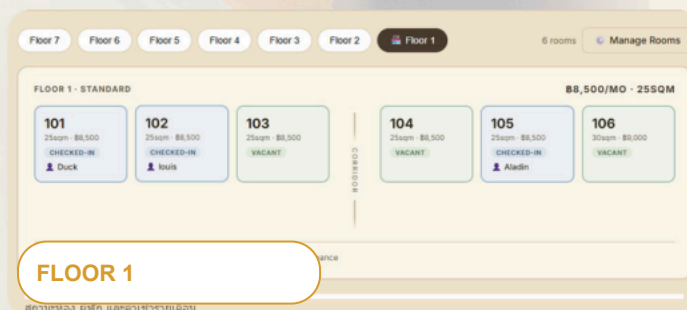
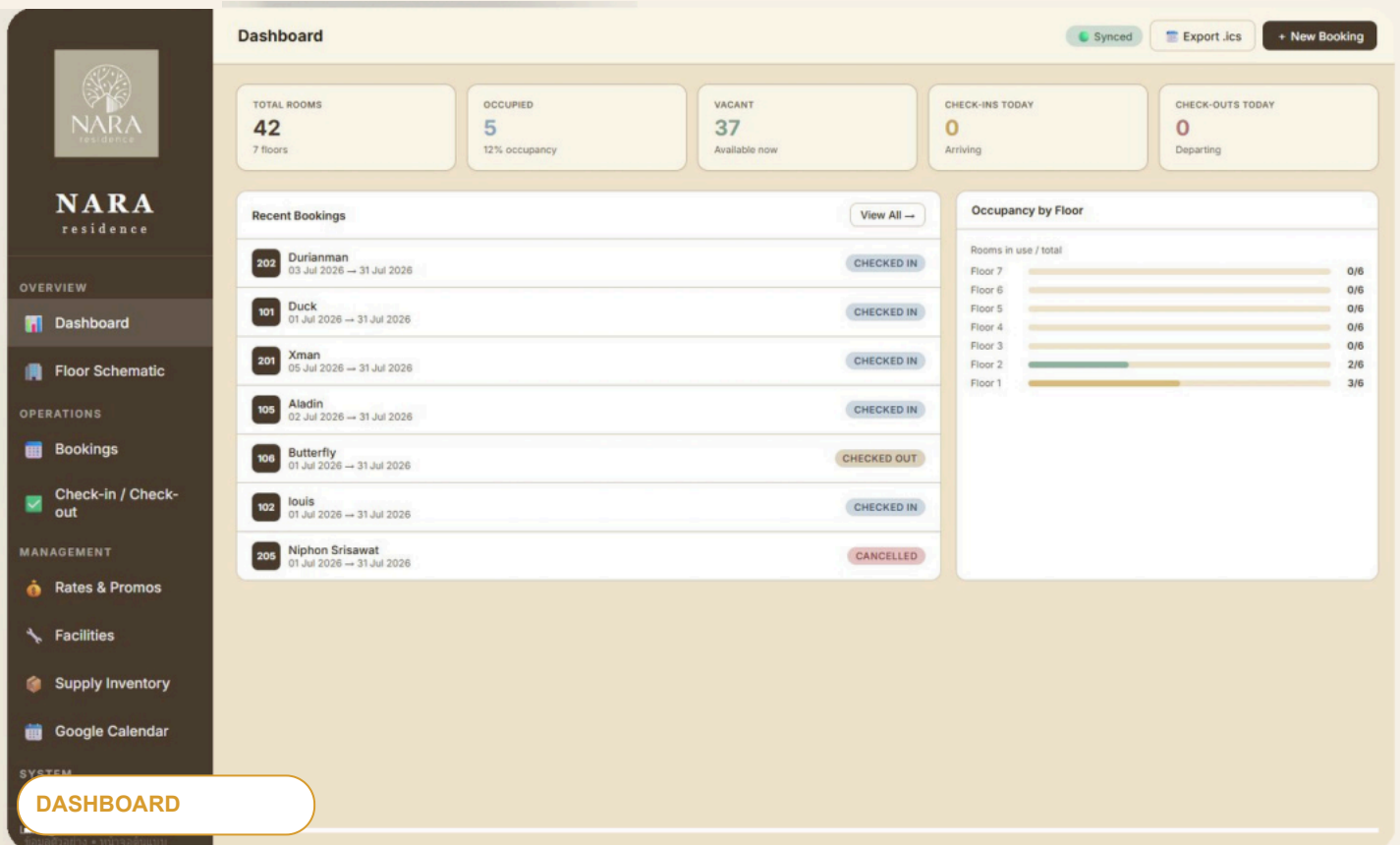
Resident elevator



Covered parking

ROOM BOOKING APP & DASHBOARD

Vacancy, check-in and check-out status, bookings and administrative work in one view.



Dashboard

Floor plan

Bookings

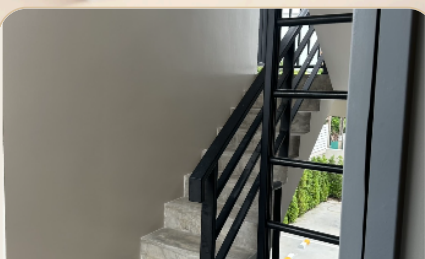
Check-in / Check-out

Rates & promotions

Facilities

Inventory

Google Calendar



Fire-exit route



Keycard-controlled entry



Keycard reader

Sources: nara-residence.pages.dev and user-provided screenshots. Figures shown are synthetic demo data, not verified operating results.

BOOKING AND NOTIFICATION SYSTEM

Booking > LINE OA > Google Sheets > owner approval > check-in > check-out

MASTER BOOKING VIEW

Booking — newest first

All

Confirmed

Checked in

Checked out

Cancelled

101 · Duck	01–31 Jul 2026	CHECKED IN
201 · Xman	05–31 Jul 2026	CHECKED IN
105 · Aladin	02–31 Jul 2026	CHECKED OUT
205 · Niphon	01–31 Jul 2026	CANCELLED

ALL BOOKINGS

6

All

Confirmed

Checked in

Checked out

101 · Duck

CONFIRMED

1

All

Confirmed

Checked in

Checked out

105 · Aladin

CHECKED IN

3

All

Confirmed

Checked in

Checked out

201 · Xman

EXCEPTIONS

1

All

Confirmed

Checked in

Checked out

205 · Niphon

MASTER BOOKING LIST

Manage enquiry, room, dates, rate, source, owner and notes in one view. Status makes the next action visible and prevents duplicate records.

BOOKING WORKFLOW



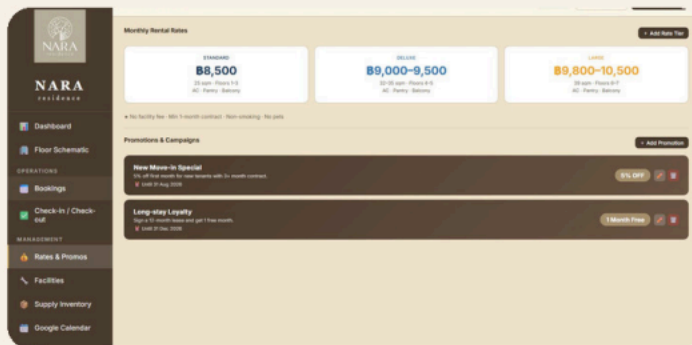
STATUS CONTROL

Pending > Confirmed > Checked in > Checked out

Exception: Cancelled

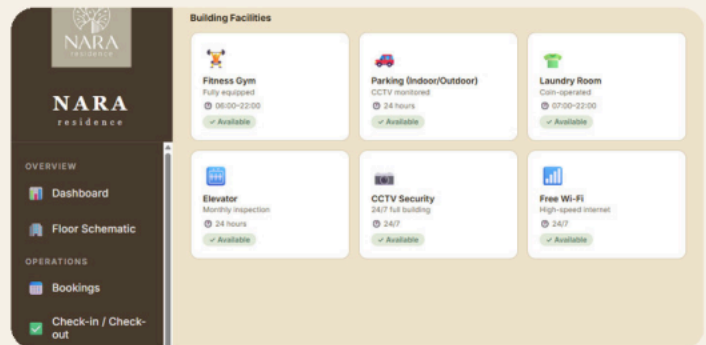
BACK-OFFICE OPERATIONS MANAGEMENT

Rates, facilities, consumables and calendar sync make every confirmed booking operationally ready.



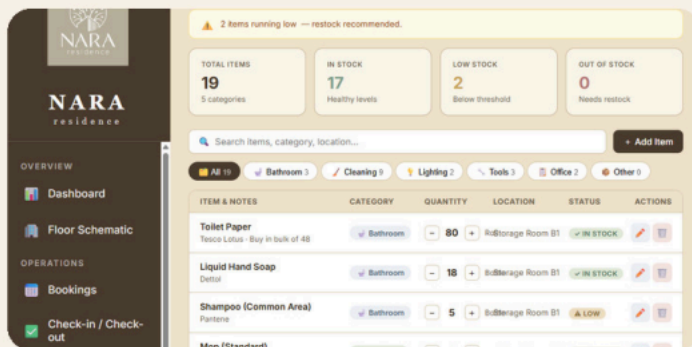
Rates and promotions

Set prices by room type and date; manage monthly rates, contract terms and time-limited offers.



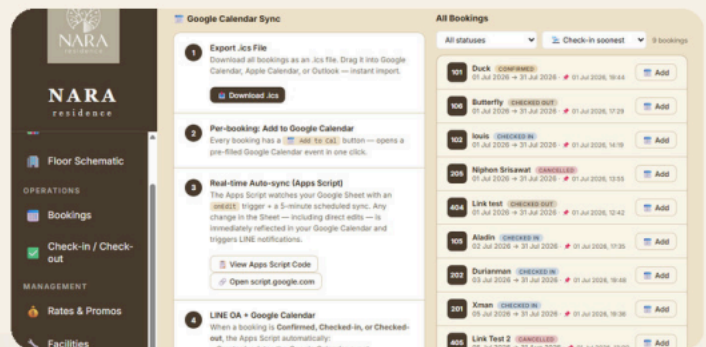
Facilities

Track service status for the gym, parking, laundry, lift, CCTV and Wi-Fi.



Inventory

Track quantity by category and location; alert the owner when stock is low.



Google Calendar

Sync bookings, check alerts, and send updates to LINE through Google Sheets / Apps Script.

CONTROL LOOP

At check-out, the system restores room status, records exceptions, and creates follow-up tasks for supplies or facilities so booking status drives operations.

CONTENT-TO-BOOKING DECISION SYSTEM

www.driftcoconut.com

LIVE WEBSITE REFERENCE

Travel Asia like someone who knows the place

SEARCH HOTELS

Destination Bangkok, Thailand
Check-in Select dates
Guests 2

DRIFTCOCONUT

Locally written guides

Practical advice based on real places, prices and decisions.

Stay discovery

Move from a guide into hotel search and booking-partner pages.

Affiliate transparency

Disclose partner links clearly; prices and availability remain provider-controlled.

Content improvement

Use reading data and editorial judgment to choose the next improvement.

DRIFTCOCONUT TOOLKIT

Website



Page analytics

Pinterest +
XHSTag return
linksBooking /
affiliate page

The site publishes searchable guides; page analytics show interest; Pinterest and XHS extend reach, while tagged links trace return visits and booking paths.

DRIFTCOCONUT ANALYTICS

Driftcoconut Analytics — 2026-09-15 → 2026-10-13

Live data from Google Analytics - 10 top pages, 179 sessions across 14 sources
Generated 2026-10-13 02:08 UTC - Click Update Data for instant fresh pull

Update Data

TOTAL PAGE VIEWS

1318 (Every time someone opened a page, +1 view/visit)

SESSIONS

179 (A single visit, ~5-60 days)

AVG BOUNCE RATE

36.9% (% who leave after one page, under 60% = engaged)

CHINESE TRAFFIC

26% (Share of views on 2M pages)

WEEKLY INSIGHT SUMMARY

get 5 more CACHED - 1M OLD [to Rewrite](#)

The situation is positive overall: Driftcoconut is seeing 1,318 page views across 28 days with a solid engagement rate of 63% and an average engagement time of 603 seconds per user, averaging 7.4 pages per session. The bounce rate sits at 36.9%, and the top destination-related

USER BEHAVIOUR

WHAT PEOPLE SEARCHED

No data yet

PAGES GOOGLE SHOWS

PAGE	SHOWN	RANK
/guides/hall	55	#77
/guides/huhtthai	11	#7
/guides/cha-am	9	#54
/	6	#1
/about	6	#3
/guides/ghuett	5	#7
/guides/samui	5	#9
/privacy	5	#5

WHAT VISITORS DO

Actions on your site, how people arrive, and which page they land on first

ENGAGED VISITS	TIME PER VISITOR	PAGES PER VISIT	ENGAGED VISITS
63%	10m 03s	7.4	113 of 179

SOURCES & TRAFFIC

WORLDWIDE CONTENT DISTRIBUTION

One guide is adapted for social channels and connected to traceable referral links.

P Pinterest

PUBLIC PROFILE

Drift Coconut

0 following • 852 monthly views

Travel guides, hotel comparisons and saved boards connect discovery back to driftcoconut.com.

XHS Xiaohongshu / Rednote

PUBLIC PROFILE

Driftcoconut 东南亚旅行

Following 13 • Followers 36 • 402 likes and saves

Chinese-language content creates direct feedback through comments, saves, likes and new followers.

CONTENT DISTRIBUTION WORKFLOW

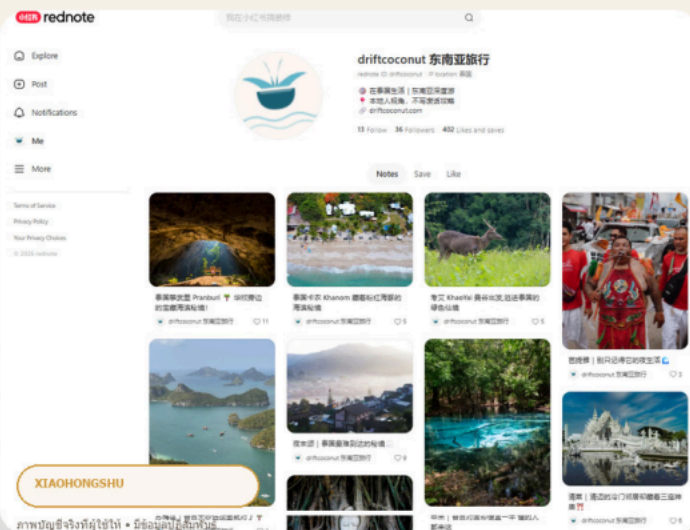
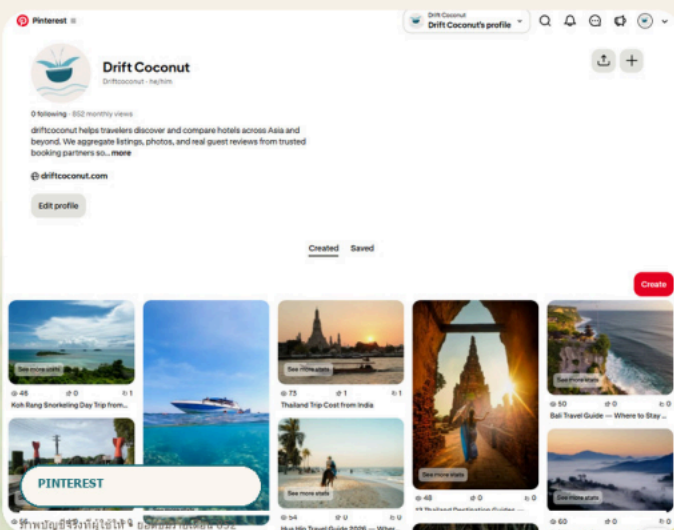
Guide

Adapt visual

Publish

Tag referral

Review results



www.driftcoconut.com

DATA AND METRICS

Page clicks and visits, enquiry channel logs and room-viewing statistics
 Booking cancellations, complaints and service-improvement suggestions
 Tracked-page sources, pages visitors return to and content needing improvement

B	C
Size_SQM	Monthly_Rate_THB
25	8500
25	8500
25	8500
30	9500
30	9500
35	10500
35	10500
40	15000
NARA RESIDENCE	

H	I	J
At	Last Updated	Room Type
2026, 10:46:21	12 Oct 2026, 10:51:43	Standard
2026, 19:48:26	30 Jul 2026, 17:00:54	Standard
2026, 19:44:03	12 Oct 2026, 9:26:30	Standard
2026, 19:36:38	03 Oct 2026, 16:40:24	Standard
2026, 19:36:38	01 Jul 2026, 19:42:30	Standard
2026, 17:29:40	01 Jul 2026, 19:40:01	Standard
2026, 14:19:25	01 Jul 2026, 19:42:15	Standard
2026, 13:55:21	01 Jul 2026, 14:18:13	Standard
2026, 13:00:43	01 Jul 2026, 14:01:16	Deluxe
NARA WORK LOG		

NARA RESIDENCE

Week 1

Record enquiry source, response time, owner and next action.

Weeks 2-4

Review completed follow-up, visit readiness and repeated exceptions.

Monthly

Compare qualified enquiry sources and remove one bottleneck.

WHAT THIS DELIVERS

A visible workflow and a weekly decision agenda.

DRIFTCOCONUT

Every guide

Record URL, language, refresh date and published distribution version.

Every referral

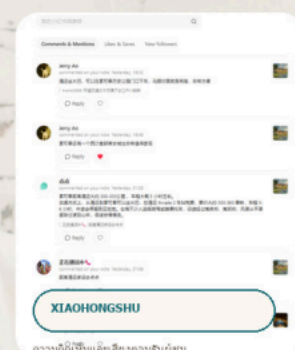
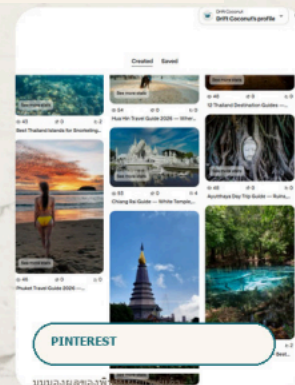
Use tagged links to identify source and click intent.

Monthly

Review returning visitors, outbound clicks and content to improve.

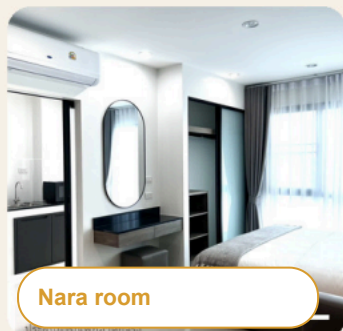
WHAT THIS DELIVERS

A clear editorial cycle and traceable referral path.



EVIDENCE BOUNDARY

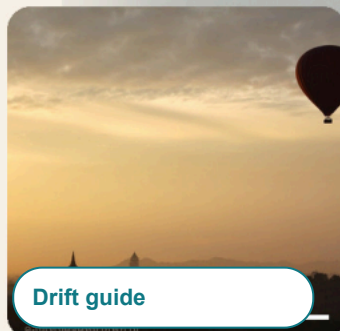
This presentation names the metrics to collect. It does not present nonpublic analytics, booking results or internal operating performance as public fact.



Nara room



Nara kitchen



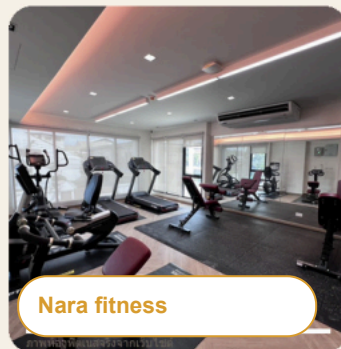
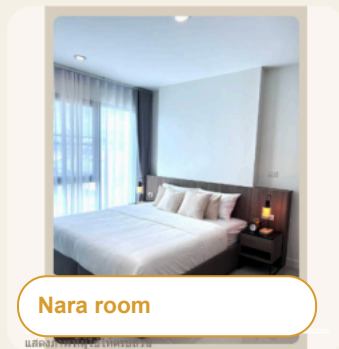
Drift guide



Drift guide

REDUCE REDUNDANT STEPS. IMPROVE OPERATIONAL EFFICIENCY.

Then expand from evidence, clear ownership and a working rhythm the team can sustain.



01

Centralize documents and data

Choose one current record, name its owner and make it easy to find.

02

Automate notifications and approvals

Start with reminders the team repeatedly sends by hand.

03

Assign KPI ownership and exception alerts

Collect only the measures that trigger a useful decision.

04

Optimize using real operating data

Review what changed, keep what works and improve the next bottleneck.

CLOSING PRINCIPLE

Start with the workflow that creates the most repeated work, then expand into communication, documents, operations, reporting and growth.

Continuous improvement • Measurable impact • Shared ownership