

# Case Study: Chelsea Pines

- Near-capacity bookings stress infrastructure at Chelsea Pines Inn
- innRoad online PMS/booking engine automates all aspects of operations
- innRoad saves Chelsea Pines 1.5 Full Time Employees...an ROI of 200% on labor alone

## innRoad Helps Boutique Manhattan Hotel Focus On Guests and Profits, Not Paperwork

A 22-room guesthouse straddling the border between two of New York City's trendiest neighborhoods can't afford to come up short on customer care. Chelsea Pines Inn general manager Al Ridolfo understood this, and recognized that his paper-based manual system for managing operations and bookings posed a threat to profits and service quality.

*"We were almost always fully booked, so our problem was more an issue of being efficient, more professional," said Ridolfo. "We made all the mistakes inherent with manual entries...double bookings, cancellations not being taken off the tape chart, and so on."*

Outdated approaches to even routine tasks were eroding the guest experience and efficiency, according to Ridolfo...

### Challenges

- Without an online booking engine, reservations involved at least three time-consuming email exchanges, and last-minute cancellations resulted in empty rooms.
- If a guest requested an invoice, it had to be created manually from a spreadsheet.
- The inn had no automated option for handling the New York tax system.
- It had no easy way to accommodate mid-stay room changes.

Chelsea Pines Inn needed to address these and other service issues, either by adding staff or through automation. Enter innRoad, the only affordable solution for independent hoteliers that seamlessly integrates bookings, global distribution, property management and marketing — all on a single, easy-to-use platform.

We were thinking about hiring more people, but decided to implement innRoad. So instead of paying \$5,000 a month for the equivalent of 1.5 full-time employees, we're now paying a fraction of that for the innRoad service.

Al Ridolfo - General Manager  
Chelsea Pines Inn

"We were thinking about hiring more people, but decided to implement innRoad," said Ridolfo. "So instead of paying \$5,000 a month for the equivalent of 1.5 full-time employees, we're now paying less than 10% of that for the innRoad service."

## Life is better with innRoad

innRoad's all-inclusive, cloud-based hotel management system helps hotels boost profits through improved efficiency and increased bookings.

Chelsea Pines Inn staff now spend more time interacting with guests and less time on administrative tasks. innRoad has reduced the time needed to take a reservation by up to 50%, and more than half of the rooms are now booked directly through the innRoad booking engine. "We are more efficient, the process is cleaner and there is less work for us to do," said Ridolfo.

Ridolfo also was looking for a system that offered security. "I really wanted the data to be stored off-site – have it be someone else's responsibility. If our property management system was on a local computer, I'd worry about it crashing."

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innRoad gives hotels of all sizes the ability to compete in a global market. The comprehensive hotel management system does everything from processing credit cards to managing guest histories, to important daily accounting; all while saving time and money that can be put back into creating an amazing guest experience.

"The price was very competitive," said Ridolfo, a client for nearly two years. "My main concern was whether innRoad could deliver what they promised...and the answer is 'yes.'"

## About Chelsea Pines Inn

Chelsea Pines Inn is located in Manhattan's Chelsea district in a five-story walk-up row house built as a private home in the 1850s. In the 1980s, the building was transformed into a charming 22-room hotel serving Manhattan's meat packing district, Chelsea and Greenwich Village neighborhoods. All guest rooms and common areas are decorated with original film posters from the Golden Age of Hollywood. Unique stores, galleries, restaurants and clubs are within walking distance, and the world's largest masstransit system is just a few steps away, so you can get anywhere in the city quickly and economically.

## About innRoad

Founded in October 2007, innRoad provides solutions for the operational challenges that are frequently presented to independent hotel operators. Our cloud-based property management software allows operators to efficiently manage the front desk and back office functions needed to successfully operate a hotel and consistently deliver exceptional hospitality for your guests.