Case Study: Enclave Inn

Hamptons Hotel Chain Boosts Revenue and Increases Operational Efficiency

Guest service is arguably the most critical element of success or failure in every hospitality business. However, when your customer service agents are spending all their time organizing reservations and do not have access to the latest data across properties, customer service levels ultimately fall off.

Challenges

That is the challenge that executives at the five-property Enclave Inn in Bridgehampton, New York, were facing in 2010. They were using an old, offline reservations system developed in-house, which was not streamlined nor organized. Enclave's main office and individual properties often doubled up on reservation information, because information was not immediately accessible across all four properties. In addition, it was difficult to schedule housekeeping and other staff when arrival and departure times were unknown.

Manual Processes

"Operations at our central office would always have to call and fax the reservations information between properties," says Enclave Owner, Michael Wudyka. Sometimes, reservation agents would hurry to get off the phone when customers made reservations, because the manual process was slow, rather than spending time selling other rooms and services.

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> Michael Wudyka - *Owner*
> **Enclave Inn**

innRoad is the only all-inclusive, cloud-based hotel management system, specifically developed for hotel operators and property management companies of all sizes, including independent hotels and multi-property chains. Because innRoad is accessible via the Internet, and the system is maintained by innRoad staff, properties do not have to install any software or additional computer equipment on-site. In addition, innRoad's cost-efficient subscription model differs significantly from other property management systems, which typically charge hotels high fees for installing and maintaining the technology.

Life is better with innRoad

"Being a smaller company, the costs associated with the program make good business sense, versus the exorbitant costs for some systems," Wudyka said. With innRoad's online system, hotel managers and staff can access the real-time information 24 hours a day. This way, hotel staff can focus on serving their customers, not on managing numerous different technologies and reservation systems.

In late 2006, innRoad quickly set up all five Enclave Inn properties with their property, room, inventory, guest and corporate account data online, allowing all properties to instantly access the data in real time, and without any on-property implementation.

"It's the only software system that we have found that caters to multiple-property companies without the high technology overhead," Wudyka said. "All of our satellite locations are able to see what the main office sees, and we can even access it when we are working off-site," he added.

Now, when a guest checks out of a room, staff simply clicks a button on the online PMS system to print a guest statement and free up the room. The system automatically allows for the selling of that room and initiates the housekeeping process. In the past, the hotel manager would have to call the main office to notify them that a guest had checked out, particularly in early checkout situations.

After implementing innRoad, Enclave has streamlined staff time and communication, and cut back on the need for external IT consultants. Now, Enclave management can focus on growing the company,and not worry about confusion and duplicated efforts among managers and employees.

"It has allowed us to, with the same amount of staff, grow our company and plan for future growth," Wudyka said.

More revenue. Less work.

Perhaps most importantly, innRoad has significantly contributed to Enclave's significant revenue and occupancy growth. In the first quarter of 2007, revenue soared 20 percent, compared to the same quarter in 2006, and occupancy increased by 3.4 percent.

In addition to improving the guest experience, innRoad's back-office system produces revenue reports for Enclave in real-time, providing valuable data that Enclave executives never had access to in the past.

As Enclave continues to grow and add properties to its portfolio, the company plans to have innRoad by its side, helping to manage its growth in an organized way, and push revenue upward.

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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.