

The best hotel management system for independent hotels



Exceptional customer service helps streamline PMS integration

Customer Story: Dancing Bear's Inn

For over 40 years, the [Dancing Bears Inn](#) has welcomed travelers who've journeyed to Montana's idyllic northwest to experience the beauty of Glacier National Park. Since 2008, the property has relied on innRoad's independent hotel property management software to coordinate daily operations and maximize performance, especially during its peak travel season.

To gather some insight from one of our longest-tenured independent hotel partners, we spoke with General Manager John Thomas about the decision to transition to our cloud-based property management software and the benefits innRoad has delivered over the past 8 years.

- Reliable and consistent system uptime.
- Fast, attentive "one-call" customer service.
- High-level expertise and understanding of the independent hotel industry.

Challenges

To say that John and his team of 3 full-time and 30 seasonal employees are busy during the summer travel season is an understatement. Every year, from June through mid-October, the Dancing Bears Inn operates at 100% occupancy, attracting travelers from far and near. Prior to partnering with innRoad, the hotel utilized two different on-premises hotel property management systems (PMS) with very little success. Cumbersome to navigate, frequently offline and supported by poor customer service, neither system was able to meet the hotel's needs or provide measurable value.

"We dealt with one particular PMS provider probably 4 times a week. The customer service was slow and 75% of the time unable to resolve the issue with one phone call. Fees were charged after a certain number of service calls, which is probably why there was little motivation for the representatives to resolve the issue quickly."

With frustration mounting and knowing that the hotel could not operate efficiently without a reliable hotel PMS, the Dancing Bears Inn began searching for a solution to their property management deficiencies.

Solution

"The world was changing and the reservations systems were not changing to meet that demand. innRoad offered us a look into the future and how easy it would be to manage these changes."

Although innRoad was a new independent hotel PMS solution in 2008, the Dancing Bears Inn team was confident in our ability to enhance its operational performance and position the property for long-term success.

With innRoad, the hotel received reliable, cloud-based access to advanced hotel property management tools, including a [Property Manager](#), [Booking Engine](#), [Revenue Manager](#) and [Global Distribution](#) connectivity, which eliminated the constant threats of system downtime and data loss that came with its previous on-premises systems.

In addition to delivering better hotel property management technology, innRoad provided the Dancing Bears Inn with the [customer support](#) it long desired.

"innRoad customer service is the best I have ever worked with in any industry. Their level of expertise is very high and they understand the hotel business. These folks are quick and attentive while still maintaining your dignity as you are explaining how you messed up "really bad." My issues have never taken more than one phone call to resolve. At no time have I ever felt the representative was trying to push me off the line."

Outcome

Even after 40 years in operation, the Dancing Bears Inn still had opportunities to grow and better serve its guests. Leveraging the full complement of resources provided by innRoad, from cloud-based property management software to support and training tailored for independent hotels, has allowed John and his team to unlock more of the hotel's value and drive its business forward in ways other hotel PMS providers and their systems simply would not allow.

"It has been an amazing experience. innRoad has helped us grow and be confident in expanding our business because our reservation system won't get in the way. And the training has been beneficial for me and my year round staff as well. From their blogs to their hands-on trainings, it all serves to benefit your business."

And as an example of "innRoad in-action," John shared this story about how our cloud-based hotel PMS serves as an invaluable asset to the Dancing Bears Inn's operations:

"We have gained a lot of advantages using innRoad, but here is the biggest one I can point out. Last summer my hard drive and a friend of mine's (who runs a competitive motel) hard drive both failed. It took him \$500 and 12 hours to retrieve 80% of his data plus the cost of a new tower. I bought a new tower that day and was back in business the minute the computer connected to the internet."

At innRoad, we focus on delivering operations-enhancing, cloud-based hotel property management software and comprehensive customer support and training for our independent hotel partners. Our conversation with John Thomas provided an excellent first-hand account of how innRoad has helped the Dancing Bears Inn improve its operations and performance over the past 8 years. We wish John and his team continued success and look forward to building upon our mutually beneficial, long-term partnership.

Let innRoad help your independent hotel maximize performance and position itself for long-term success. Contact us today by [clicking here](#) or calling 1 (855) INNROAD.