



The Ranch data integration

ResortSuite to HubSpot CRM

INTEGRATION CASE STUDY

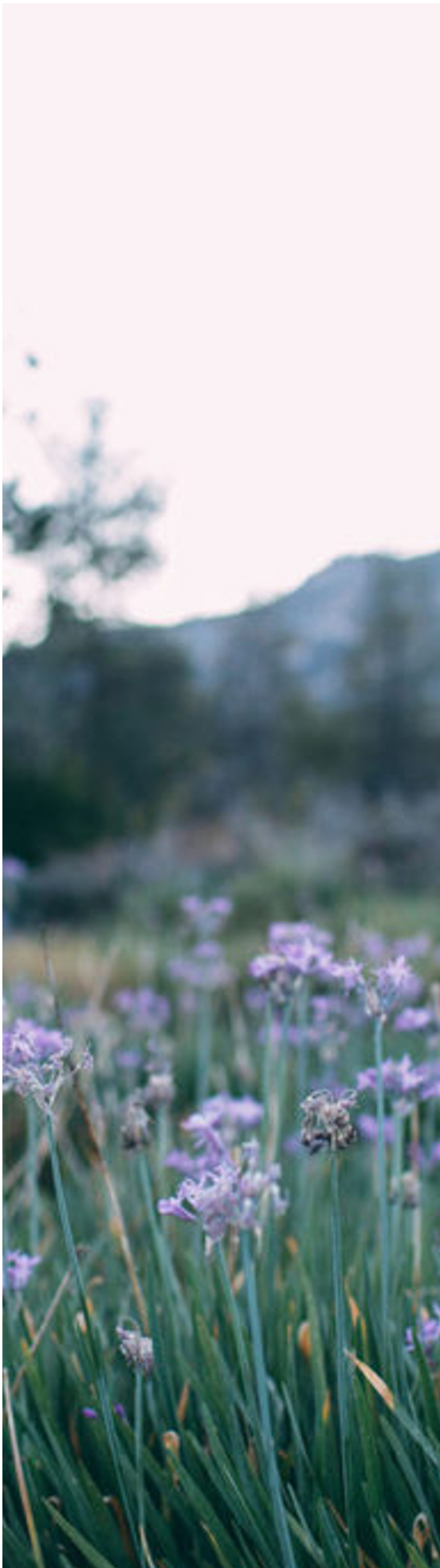
COMPANY BACKGROUND

THE BRIEF

Rancho La Puerta (the Ranch), the first destination spa, opened in June 1940 and is a preferred destination for its many repeat guests. Improving their relationships with guests has become possible using HubSpot's marketing automation and CRM solution.

Maximizing the return on every marketing dollar isn't just sensible, it's critical to the success of boutique resorts and hotels such as Rancho La Puerta. Gaining real-time visibility into the Ranch's current and historical reservations required an integration with their booking system, ResortSuites.

To eliminate common errors associated with manual data entry and release resort staff to focus on more productive activities, the Ranch sought to automate the movement of contact data from ResortSuite to HubSpot. The Ranch's HubSpot Customer Success Manager made introductions to Trujay for the project.



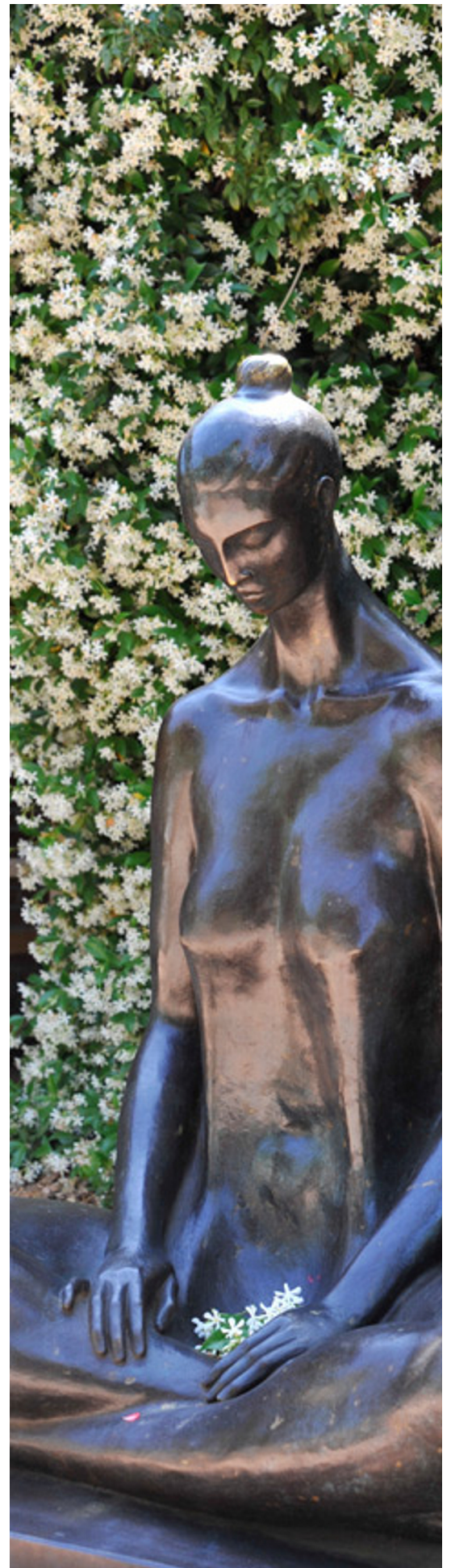
The resort needed to automate movement of contact data from ResortSuite to HubSpot to avoid data duplication and mistakes, but primarily to let resort staff focus on improving customer service.

When the marketing team from Rancho La Puerta sought HubSpot experts with strong data integration experience, Rancho thought it made sense to use the same company that helped them migrate their data to HubSpot, as the experience had been a good one.



"Our Customer Success Manager at HubSpot introduced us to the Trujay team. Trujay offered expert advice and helped us eliminate duplication of data entry across our hotel reservations and marketing systems."

-Catherine Hesik, Director



THE SOLUTION

IntegrateHQ

Trujay is a trusted HubSpot partner having extensive hands-on experience with leading data integration products.

After successful project completion, Rancho La Puerta uses [IntegrateHQ](#) iPaaS (integration Platform as a Service) to cleanse, map and write contact data to [HubSpot](#).



WHY INTEGRATE HQ?

- Superior HubSpot connectivity
- Pricing below other options
- Fast project execution
- Simple, customized notification emails with actionable information
- Flexible (JavaScript) with advanced, metadata-driven auto-complete for rapid prototyping



THE RESULT



"Knowing how many times a guest has visited the Ranch, the frequency of their stay or if it's a recurring annual event that brings them to our resort has drastically changed our interactions and builds relationships with our guests.

When data entered into the reservation system contains errors, actionable notifications - issued by the integration - allow staff to correct the data at the source. Having a daily progress report showing invalid emails gives us insight to human error so we can correct and always maintain data integrity."



- Catherine Hesik

Director at Rancho La Puerta