

PROPERTY PROFILE

Destination Resort

Answering “the call” to higher bookings & happier campers.

PROPERTY TYPE

At almost 10,000 rooms over eight properties throughout the South Eastern United States, this collection of leisure-centric properties are destinations in themselves, offering the best in family-friendly holidays, luxury suites, and meeting spaces.

SHR PRODUCTS/SERVICES

Windsurfer® CRS, Booking Engine, CRO, GDS, Channel Managers

SITUATION

Strategies and legacy systems that had once worked well for this client were no longer capable of handling their burgeoning growth rates. Inventory was often out of balance and rates out of parity, all causing general confusion not to mention lost revenue from not being able to build modern group packages or do simple add-ons.

Another major issue was the client’s call center, or CRO. Reservation representatives had to log into each hotel space to check availability. This meant they could not see multiple hotels at one time, risking dropped calls and lost bookings. Something had to be done to enhance the flexibility of this client’s entire reservation system, and quickly.



OUTCOME

The client worked with SHR to systematically bring them toward a centrally-organized master system. The first focus would be the CRO. Windsurfer proved to be very stable with their high volume of calls, plus its flexibility allowed them to finally control 100% of the reservation journey, helping them to meet their guests’ booking expectations.

Because of their sheer size and call volume, the client’s call centers also posed additional challenges in the selection of a new CRS. For instance, taking employees off the phones for long training sessions was not an option. Luckily, Windsurfer’s ease of use and streamlined operation actually cut their normal training time by one-third, translating into big cost savings, more bookings, and ultimately happier guests.

THE FUTURE

It’s that kind of seamless guest experience that also drives this client’s loyalty to SHR, as well as SHR’s roots being firmly planted in the hospitality business. The client feels that they have more than a vendor; they have a real partner who can help get them where they need to go.

The numbers speak volumes as well. With revenues in the tens of millions, booking engine revenue climbed 29% YOY from 2018 to 2019, with call center revenue moving up 20% during the same period.