



Case Study

Hotel Reservation Taking

Overview

A landmark New York hotel staffed its own team of reservation agents for years. And for years, it battled not only the high cost of labor in Manhattan, but also the overhead costs associated with agent management and agent turnover. Being a 1,000 room, destination hotel located in the heart of Times Square, there was no doubt that the hotel benefited from having a dedicated team of reservation agents who were not only familiar with the hotel, but also had an intimate knowledge of Manhattan and the various attractions around Times Square. So, the hotel's management team set out to solve the cost and headaches associated with their in-house operation.

Strategy

Once the hotel selected GuestDirectSM, our team of reservation specialists went into action. A trip was arranged to the Hotel, and the team immersed themselves not only in the hotel, but also in every aspect of the surrounding area. All of the details necessary to insure a high conversion rate were documented, including a video training program that included footage of the hotel and the nearby attractions. Agents were given additional training, specific to the hotel, before any calls were taken. After a series of mock calls and a sign-off by hotel management, the internal team of agents was re-assigned to other duties, and 100% of the reservation calls began flowing to GuestDirectSM. The hotel's reservation systems were available through a secure VPN (Virtual Private Network), so the GuestDirectSM agents had all of the necessary technology available to them to book rooms just as if they were in-house agents.

Results

At the end of the first year, the hotel watched as their conversion rates increased and their costs dropped. The hotel's Revenue Manager commented, "Not only did we get great conversion rates at a reasonable price, we never had any problems with guest complaints about the agents or their knowledge about the hotel. And the best part; we no longer had to manage the scheduling, turnover and training of our own agents."