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Force Multiplier
to **SALE** your **HOTEL**
Inventory Online



Honeymoon Hotel Chain Boosts Revenue and Increases Operational Efficiency with InnkeyCrS™ On Demand PMS by Vision 21™

Customer service is arguably the most critical element of success or failure in every Reservation Office. 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.

That is the challenge that executives at the three-property Honeymoon Inn in New Delhi, India, were facing two years before. They were using an old, offline reservations system developed in-house, which was not streamlined nor organized. HoneymoonInn'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 handle last moment cancellation when arrival and departure times were unknown.

"Operations at our central office would always have to call and fax the reservations information between properties," says Honeymoon Inn, Owner, Mr. Ramchand Jain. 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.

"In our analysis we noticed there was so much information going back and forth, their agents had no choice but to minimize their interaction with the guests," said Viral Shah, founder of Vision 21, in Ahmedabad, the provider of a unique Central Reservation System called InnkeyCRS.

InnkeyCRS is the industry's first fully featured internet-based Reservation Software, specifically developed for hotel operators and property management companies of all sizes, including independent hotels and multi-property chains. Because InnkeyCRS is accessible via the Internet, and the system is maintained by Vision 21, properties do not have to install any software or additional computer equipment on-site. In addition, InnkeyCRS's cost-efficient subscription model differs significantly from other property management systems, which typically charge hotels high fees for installing and maintaining the technology.

"Being a smaller company, the costs associated with the program make good business sense, versus the exorbitant costs for some systems," Ramchand, said. With InnkeyCRS's online system,

reservation managers and staff can access the real-time information 24 hours a day. This way, reservation staff can focus on serving their customers, not on managing numerous different technologies and reservation systems.

In late 2006, Vision 21 quickly set up all three Honeymoon 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.

"Sometimes their central office is not open, but each property is and they're able to manage reservations, 24 hours a day," Viral said. Now, property managers and reservations agents can view current inventory, room reservations, and schedule front-dsk and other staff -across properties.

"It's the only software system that we have found that caters to multiple-property companies without the high technology overhead," Ramchand 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.

After implementing InnkeyCRS, Honeymoon Inn group has streamlined staff time and communication, and cut back on the need for external IT consultants. Now, management can focus on growing the company, and not worry about confusion and duplicated efforts among managers and employees. Perhaps most importantly, InnkeyCRS has significantly contributed to Honeymoon Inn's significant revenue and occupancy growth.

"It helps us be more efficient in what we do, so that helps our bottom line," Ramchand said. "The staff are now able to spend more time on the phone with customers, and they are seeing a real difference in guest satisfaction," Viral added. As a result of the personal interaction with agents, customers are happier and are booking more rooms.

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

"Before, they had to manually do revenue reports, off-line in Excel. Now, all revenues are categorized, which is customizable by property or operator," Viral said.

About Vision 21, Inc.

Vision 21, Inc., based in Gujarat, India., is the provider of the hospitality industry's first fully featured On Demand Central Reservation System, InnkeyCRS™. InnkeyCRS helps hotel operators

and management companies to increase operational efficiencies, grow revenues, improve customer service, and cut costs across the organization. By managing their reservations and financial data online, all internal processes are streamlined and automated, and the secure data is accessible from anywhere with an internet connection.

The online central reservation system, which requires no installation at the properties, eliminates the need for clients to manage upgrades or patches, and reduces IT staff time and training. For more information, please visit www.innkeycrs.net, call 1-91-79-26862544 or send an email to sales@inneycrs.net.