



CASE STUDY

Global Hotel Group Surpasses Year-Over-Year Group Bookings by 23%, Despite Acquisition Challenges, with the Help of IGT Solutions



It brings me great joy to share that we have achieved remarkable success. YTD we have increased bookings by 184% exceeding our 2023 reach target by an impressive 123%

- Director, Groups

AT A GLANCE

INDUSTRY

Travel & Leisure / Hospitality

THE CLIENT

One of the largest hotel chains in the world with hotel brands that range from economy to luxury upscale.

CHALLENGE

Integrate Support operations of the Client and its new acquisition to ensure a consistent guest experience and improve performance while reducing costs.

SOLUTION

Recovered performance and achieved critical sales and support KPIs with an integrated Guest Experience program focused on unified issue handling and booking techniques and processes.

RESULTS

- Exceeded sales conversion rate
- Improved CSAT
- Increased loyalty program enrollment

Shifting guest expectations, advancements in hospitality technology, and the rising demand for deeper personalization are swiftly transforming the global hotel landscape. Despite the anticipated growth in RevPAR, challenges arise from increased competition from alternative lodging options such as short-term rentals, cruise lines, and vacation ownership. Moreover, economic uncertainties, reduced consumer spending, and geopolitical tensions in Europe and the Middle East add further complexities. However, a ray of hope emerges with a potential influx of about 4.7 million international visitors and the resurgence of business travel.

To gain more market share and stand out from the competition, hoteliers should focus on the fundamentals: providing exceptional, on-brand services with seamless booking and payment processes to elevate the guest experience. Investing in technology research and development is crucial to compete with Online Travel Agencies (OTAs) and short-term rental platforms that leverage AI and data insights to offer personalized services meeting evolving guest needs.

Furthermore, the industry struggles with labor shortages and rising labor and procurement costs. By embracing alternative staffing models supported by technology, existing resources can be reallocated to handle more valuable and personalized guest interactions.

After acquiring a major hotel group, our Client was met with operational and guest experience challenges. To combat declining sales and performance, they needed a comprehensive program that provided services to recover performance levels and deploy an integrated on Brand guest experience model that would achieve support and operating KPIs.

ACQUISITION OF A MAJOR HOTEL GROUP IMPACTS GUEST EXPERIENCE AND OPERATIONAL EFFECTIVENESS

In 2020, our Client initiated a partnership with IGT Solutions to refine their business continuity planning and delivery processes. The aim was to boost performance and ensure a superior guest experience.

RESILIENT. FRICTIONLESS. RELEVANT.

In 2023, following the acquisition of a significant hotel group, the Client faced challenges with guest issues and confusion due to procedural variations, brand inconsistencies, learning curves, and loyalty program differences, resulting in performance declines. To tackle these obstacles, the Client expanded our partnership to integrate the guest support programs from both hotels, aiming to restore performance, stabilize service level agreements (SLAs), while delivering a seamless yet cost-efficient experience.

PROVEN BEST PRACTICES WITH THE CLIENT COUPLED WITH ROBUST PROJECT MANAGEMENT AND INTEGRATION EXPERTISE RECOVERS AND EXCEEDS PERFORMANCE LEVELS

To rapidly recover from performance level drop resulting from the hotel acquisition, we had to deploy a multi-faceted approach to seamlessly integrate the acquired Hotel's Guest Experience program into the Client's program. In addition to effective project management, the integration's success depended on IGT Solutions' thought leadership, best practices from prior operational and process improvements, and our proven experience delivering excellence for the Client.



Utilizing Thought Leadership and Previous Experience

By drawing on the wisdom gained from our initial focus on setting up operational processes and procedures to achieve booking conversion goals and guest experience SLAs, we swiftly pinpointed the essential system, process, and agent improvements needed for a unified program.



Systems Integration

In order to streamline the integration process, we initiated a thorough audit to pinpoint and combine the most effective technologies and platforms from both parties. This approach helped to eliminate data silos and establish a unified perspective of the customer journey. Our services encompassed data connectivity and the use of either self-provided circuits or VPN tunnels for accessing client platforms.



Enhancing Operational Efficiency and Streamlined Guest Protocols

Our prior achievements in improving performance laid the groundwork for implementing a cohesive collection of best practices, standardized procedures for managing inquiries and bookings, reinforced by agent training programs and incentives. Through established workforce management strategies and QA initiatives such as monitoring inbound contacts, alongside performance dashboards and coaching, we ensured an optimal staffing structure to achieve support KPIs and sales targets.



Continuous Improvement Through Performance Analysis and Reports

To enhance agent skills rapidly and adjust workflows for the integrated Guest Experience program, team leaders used data analysis and efficient reporting methods to evaluate the program's effectiveness and pinpoint necessary improvements.

OUTPERFORMING BOOKING SALES DESPITE A DECLINE IN PERFORMANCE DRIVEN BY THE ACQUISITION

Our collaboration with the Client continues to deliver exceptional results. Through the successful implementation of the integrated Guest Experience program, IGT Solutions achieved in 2023 YTD:

- 41% Conversion
- 44% YTD Cross-Sell
- 4.75/5 Customer Experience Score

Since June 2023, we have consistently maintained service levels despite challenges stemming from the acquisition. Undeterred by these hurdles, we played a crucial role in assisting the client in surpassing their 2023 group booking sales target by \$26 million. Additionally, our steadfast commitment to meeting support SLAs resulted in our Client entrusting over 27% of total sales and reservations call volume to us, surpassing the allocated volumes of six other BPO partners.

Consistent Results that Drive Success

2020 to Date

118%

Conversion rate

200%

Gross revenue

184%

Gross reservations

105%

Loyalty membership

104%

Customer Experience Score

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Explore what IGT Solutions can do for you.

Visit www.IGTSolutions.com or email us at mktg@igtsolutions.com