

Case Study

Green Park Group of Hotels Leverage iAlert to Improve Internal Communication

IDS NEXT Assists Green Park Hotels Deliver Enhanced Guest Experience

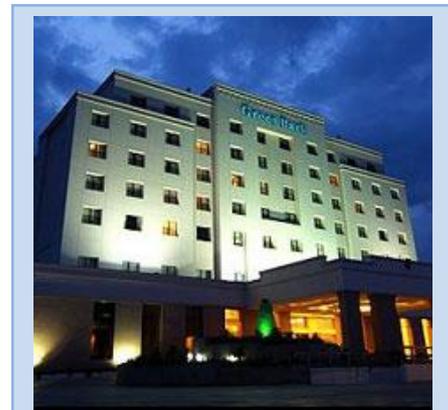
▶ Customer Brief

Green Park Group of Hotels is a successful 4 Star hotel chain in South India with three Four star properties at Hyderabad, Vishakhapatnam and Chennai. In operation since 1991, the hotel chain endeavours to achieve positive guest experience by offering world class services and comforts for business traveller.

▶ Business Challenge

Green Park Group of hotels is in the process of expanding operations across other cities of South India and one of the challenges faced by them was the time taken to work through volumes of data which had been gathered as reports.

Another challenge, faced by the employees was that email communication would sometimes get a delayed response as staff were constantly on the move. A more feasible communications tools was required to ensure that information reached recipients in a timely manner.



“While we had reports at hand, compiling them into actionables was a task and we needed business intelligence through data mining.”

**- Mr. K. Mohan Krishna,
Vice President –
Operations, Green Park
Group of Hotels**



► Solution

Fortune Enterprise is IDS NEXTs' all in one solution for large scale hotels and its various facets including iAlert proved to be a good fit for Green Park Group of Hotels. While the hotels previously used a Unix based system, the change to FortuneNEXT Enterprise helped them automate every facet of their business through user friendly interfaces .

iAlert - Bridges Internal Communication Gap

iAlert, a module in FortuneNEXT Enterprise helps create cohesive internal communication through SMS alerts that are generated for various operational duties, ongoing hotel activities and other in-house changes. It enables operational heads to manage necessary activities, even when they are on the move, offering them the advantage of mobility.

Key Modules of IDS FortuneNEXT Enterprise deployed at Green Park Group of Hotels

- Front Office Management
- Point of Sale
- Accounts Receivable
- Sales and Marketing
- Banquets
- Telephone Management
- Materials Management
- Food and Beverages Costing
- Financial Management
- HR and Payroll
- Maintenance Management
- Quality Management
- SMS Alerts

Cross linking of hotel related activity, across all modules of the software, enabled management at Green Park Group of Hotels access a comprehensive view of all ongoing hotel activities. Since the introduction of FortuneNEXT Enterprise all operations moved online which has helped the hotel increase operational efficiency and avoid redundancy.

“IDS NEXTs' expertise helped us apply latest technology trends like web interfaces and centralized reporting systems, to efficiently manage our hotels. iAlert in particular contributed significantly to improving customer delight with SMS updates that helped us make managerial decisions on the go.”

- Mr. K. Mohan Krishna, Vice President – Operations, Green Park Group of Hotels

► Business Impact

With mobility no longer an issue, managers at Green Park Group of Hotels could effectively dedicate their time towards enhancing customer satisfaction.

Benefits of iAlert:

- ✓ Alerts sent to guests to confirm booking or inform about amendments
- ✓ SMS alerts to managers on special guest requests and information on events such as birthdays
- ✓ Alerts which support financial department, alerting them on high billing rooms and the need to obtain approvals or advances from companies before guest checks out

In addition to these Green Park Group of Hotels innovatively implemented iAlerts to increase customer delight and drive their vision. iAlert SMSs were used to notify front office managers or house-keepers about VIP arrival and departure, thus enabling the manager presented himself at the reception to greet guests personally. This human connect was crucial to ensuring guest delight.

About IDS NEXT

IDS NEXT, is a global leader in providing ERP and total technology solutions for the Hospitality and Leisure industries. With a track record that spans 24 years, we have earned the trust of over 2800 customers globally, and have with a strong presence in 40 countries across South Asia, Middle East, Asia Pacific and Africa. In India, IDS NEXT is a leader in hospitality technology solutions and has the largest installed software with over 1700 installations. IDS NEXT's clients include Ramada Hotels, ETA Star, Ramee, Sterling, Choice Hotels International, Swissôtel, Aitkens Spence, John Keells Group, Sarovar Hotels & Resorts, ITC Fortune Group, Royal Orchid Hotels, Pride Hotels, and many more.

Our portfolio of capabilities include Strategic Consulting, Business Outcome Services, Custom Design and Development, Total Technology Solutions and a range of next generation software products that address every segment of the hospitality industry, including independent hotels, chain hotels, business hotels, resorts, clubs, service apartments, limited service, spas, cruise liners and restaurants.

For more about us visit <http://idsnext.com/>