

# Case Study

## Technology Audit Enables Holiday Inn Resort, Goa Plug Revenue Leakages

*IDS NEXT aids Holiday Inn, Goa to maximize technology utilization & increase profits*

### ▶ Customer Brief

Holiday Inn Resort Goa, is part of the reputed chain of Holiday Inn hotels by the InterContinental Hotels Group. The resort is a contemporary luxury getaway located on the picturesque beach of Mobor, South Goa and is frequented by business and leisure travelers from all over the world.

### ▶ Business Challenge

As part of the global Holiday Inn chain, Holiday Inn Resort, Goa offers world class management and excellent customer service to their guests. Utilization of technology is a key business enabler that facilitates the management of both guests and employees and the resort utilizes IDS Enterprise 4.1 to power operations. The ERP solution offered extensive opportunity to automate operations and access data for business intelligence. However, the hotel was using the solution only partially and still relied heavily on manpower.

### ▶ Solution

To help the resort better align their property management solution (PMS) with their business needs, IDS NEXT conducted a technology audit.

Over a four month period, IDS NEXT certified staff audited each module of the PMS and evaluated the extent to which Holiday Inn Resort staff were using it to reduce manual activity.



“We were not leveraging IDS Enterprise 4.1 to the maximum. IDS NEXT’s Technology Audit helped Holiday Inn Resort, Goa identify areas of improvement that might have otherwise gone unnoticed.”

**- Loretta Vaz, Director,  
Business Development,  
Holiday Inn Resort Goa.**

This helped the resort to identify:

- Redundancies in manual activity
- Operations that needed to be automated
- Revenue leakages that could be plugged
- Software features to be customized
- Methods to reduce errors and increase operational efficiencies

Besides a detailed report of the technical audit being presented to the management, a post audit strategy was developed to streamline hotel related data in the PMS, train staff on how to utilize the application to the maximum, do away with manual processes, printouts and other paperwork, and effectively use the report generating capacity of the application for operational visibility, business intelligence and planning.

## Business Impact

After the audit, Holiday Inn Resort's process efficiency across departments and functions improved with visible increase in revenue:

- **Front office** – Before the audit rate master was not used. After the technical audit average room rate, night audit, pick up and drop reports were faster to access and more accurate. There was also a 55% per cent improvement in application usage after the technical audit
- **Point of Sale** – prior to the technical audit, menus at the various outlets was not common. This was corrected through the audit and resulted in a 35% increase in application usage
- **Accounts receivables** - were documented and tallied faster. This saved human resource, money, and time, and also resulted in a 30 per cent higher usage of the application module
- **F&B costing** - is almost fully automated after the audit. Where once the process was manual and took 3 hours to complete, F&B costing is now done in minutes
- **Inventory management** - is now more accurate, uses less manpower and reduced costs for the client. Application usage is up by an impressive 70%

**“I was very impressed by the professional approach of the Client Engagement Group and the IDS NEXT staff deputed to do the technical audit. They both displayed commitment and deep understanding of the product which made a big difference to enhance operational efficiencies at Holiday Inn Resort.”**

- Loretta Vaz, Director, Business Development, Holiday Inn Resort Goa

- **Finance procedures** – before the audit, cost centers were not set up, Holiday Inn Resort did not utilize the software for printing of vouchers or cheques, nor was it used for material management, and payroll was not linked to finance. After the technical audit manual processes declined, bill printouts stopped and the use of the finance application increased by 50 per cent
- **Payroll modules** – before the audit attendance was not linked to payroll. This was corrected and now the payroll module allows for rapid visibility into employee attendance, provident fund, ESI and over time. Information generated is accurate and usage of the payroll module is up by 40%
- **Engineering module** - was not used at all before the technical audit. Post audit, automation allowed complaints to be sorted out faster and a record maintained. It also became easy to view job order status. Currently the application usage is up from 0 to 60%

### Snapshot of Operation Efficiency Introduced by Technical Audit

Modules of FortuneNext Enterprise	Software usage before Technical Audit	Software usage after Technical Audit
Front Office	25%	80%
Point of sale	60%	95%
Accounts receivable	60%	90%
F&B Costing	0%	80%
Inventory Management	20%	90%
Finance	30%	80%
Payroll	40%	80%
Engineering	0	60%

## 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.

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