Case Study:
Crieff Hydro Hotel.

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We make time.

CRIEFF HYDRO

> "We would previously manually copy and paste web booking data from an email into our PMS. As the FDI robot now handles this for our team automatically, we can safely say it's been a fantastic addition. Our Sales team can now focus on valuable tasks, such as speaking with guests regarding any queries, and on improving our customer satisfaction overall.
> Working with FDI throughout has been a positive experience and we are continuing our relationship by reviewing all areas where automation could help us cut costs and improve service levels. As a company that is founded on the very best customer experience, we are always looking for ways to bring our offering in this area to the next level."

Joan Adams, Resort Sales Manager, Crieff Hydro Hotel.

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Background to our client & Project.

- Crieff Hydro Hotel, based in Perthshire in Scotland, is a family spa resort providing luxurious accommodation, self-catering lodges and restaurants.
- When Crieff Hydro first spoke to FDI, it fairly quickly became obvious that automating the basic room booking process was going to be a strong contender for our first RPA implementation. However at FDI we always ensure we're confident of a strong ROI, so we worked with the company to confirm our understanding and truly understand their existing manual processes.
- What we learnt was that the booking team were having to handle both new booking requests, which are mostly fairly simple, whilst also managing more complicated things such as amending occupant numbers for a booking or answering specific queries.
- All confirmed new web bookings came through their Avvio system to an email inbox with the email text giving the relevant room set up, additional charges, and the check-in and check-out times. This information then has to be copied across manually to Maestro, Crieff's property management system (PMS). And of course it is crucial that this process is carried out in a timely and accurate manner.
- After carrying out further analysis, we concluded that Web Booking Automation would definitely be a natural first process to automate, and we set-about defining this further.

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What we identified.

- In the manual process, booking information from web booking system Avvio arrives into a Sales mailbox, staff would then have to copy and paste in order to enter this information into Maestro, the PMS. This not only took a great deal of time, but there was a risk of errors in how data was copied and pasted across. Also with so much focus on getting the data right it meant staff may not notice unusual oddities in the data and so couldn't alert or check these with the client ahead of processing.

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What the robot now does.

- Our automated solution now uploads information about each confirmed booking received from Avvio by reading all emails within the Sales mailbox then working its way through the list of bookings to validate and amend the booking information on the PMS. The process will add "other charges" (such as late check in/out, dinner, etc), add messages to relay the guests arrangements to the necessary teams (flowers on arrival, anniversary cards, dinner, etc), send emails to confirm guest occupancy numbers or provide additional information about experiences (such as golf bookings or whiskey tasting).
- Our automated process also checks that all relevant data is present within the confirmation email before loading the queue. All emails that do not pass this check will be flagged for manual review by sending an immediate alert to the reservations team.
- Automating this process provides the sales team with the assurance that all bookings that don't require manual intervention are being completed in a timely and accurate manner. Vastly freeing up time for staff to focus on more complicated tasks and providing a quality service to future guests.
- The process has been scheduled to run three times a day and there is scope to expand the scope of the process to include more properties under the umbrella of Crieff Hydro Family of Hotels.

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Impact we had...

To handle simple web bookings previously, one full-time equivalent member of the team undertook this task constantly from 8am to 2pm each day. This member of staff has now been redeployed to another area of the sales team.

The bot is extremely accurate, so there is no longer any risk of web bookings not matching the PMS system. The bot is also better at passing through notes or additional requirements attached to any bookings where required.

Bookings can now be logged on the PMS and confirmed with the guest much quicker than previously, providing a better customer experience at the very start of their journey towards a stay at Crieff Hydro.

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