

BUILDING A CRM APPLICATION FOR A HOTEL RESERVATION SYSTEM



Our Client

is UK's biggest and independent hotel and conference booking system which offers best and secure deals to their clients. They offer a complete and personalized service for finding accommodation and venues for business meetings and events around the world. They have developed a first-class travel, meetings & event management service that is custom-made to each client's objectives, needs and culture. Technology combined with personal experience is the aim of their business. Over the last 20 years, they have been admired and have gained respect by companies across Britain.



What bothered them

With bookings from all over the world, our client needed an automated finance process to handle bookings across various domains that would help them increase efficiency, have consolidated data for reporting which would enable them to have the highlights of all the processes.

What we did

- We provided them with an end-to-end automated process of creation of invoices and claims along with the line items for each guest on confirmation of the bookings


Commission Claims and Supplier Invoices

Commission Claims		New Commission Claim				Commission Claims Help ?	
Action	Commission Claim Ref:	Booking Reference	Claim Status	Client Account	Invoice To	Statement Ref	
Edit Del	CC-201803-006787	PBR-007121	Paid - Deducted at Source	Giles Autos	Ibis Rotherham East		

Supplier Invoices		New Supplier Invoice				Supplier Invoices Help ?				
Action	Supplier Invoice Ref	Client PO	Guest	Supplier Received From	Supplier Invoice No.	Client Invoice Summary	Invoice Status	Actual Received GROSS	Actual Received NET	Actual Received VAT
Edit Del	SIN-007304			Ibis Rotherham East			Settled by Client	GBP 100.00	GBP 83.33	GBP 16.67

- Uploading of all Guests and Delegates on a button click from excel for meetings/events/conferences and automated further process of handling each guest separately which was earlier done manually through excel.





Uploading of guests for various Events

 M&E Booking Requirement
M&E-000368

[Customize Page](#) | [Edit Layout](#) | [Printable View](#)

[M&E Equipment \[1\]](#) | [Meeting Room Refreshments \[1\]](#) | [M&E Booking Requirement History \[1\]](#) | [Files \[0\]](#) | [Notes \[0\]](#)

M&E Booking Requirement Detail Edit Delete Clone Clone with Line Items Enhanced Clone

M&E Booking Requirement Name	M&E-000368	Record Type	Meeting Room [Change]
Opportunity / Booking	DPD Group Limited* - Master - Q2 Sales Kick Off Meeting - PBR-006386		
Client Account	DPD Group Limited*	Meeting / Event Arrival Date	22/01/2018
Booker	Dave Street*	Meeting / Event Departure Date	26/01/2018
Meeting Room Type	Syndicate		
Room Layout	Cabaret Style 	Start Date & Time	20/01/2018 12:00
No. of Attendees / Delegates	23	End Date & Time	20/01/2018 17:00
Requested Room Size 			
Meeting Room Notes		Equipment Summary 	1 x Lectern
		Refreshments Summary 	23 x Lounge Bar Snacks
Created By	Geoff Young , 13/01/2018 12:34	Last Modified By	Geoff Young , 13/01/2018 12:35

Edit Delete Clone Clone with Line Items Enhanced Clone

- Functionality to create multiple records for any booking with expected date values on button click thus saving time in creation of records with manual entries.

Clone line items

▼ M&E Booking Requirements

▼ Meeting Rooms

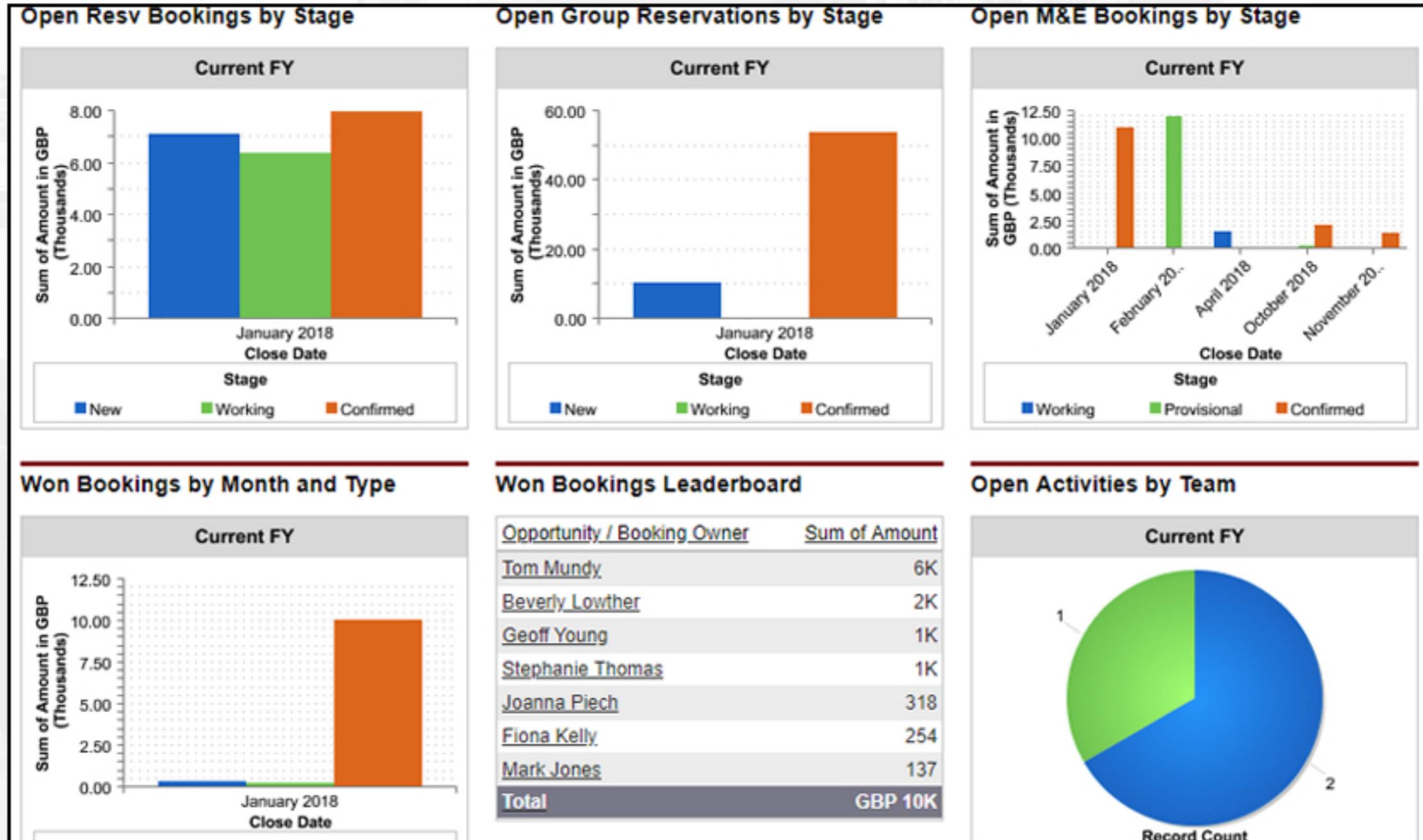
Action	Name	Start Date & Time	End Date & Time	Meeting Room Type	Room Layout	No. of Attendees / Delegates	Requested Room Size
Edit Del	M&E-000425	28/01/2018 10:00	28/01/2018 17:00	Meeting	Front Projection	50	70
Edit Del	M&E-000430	29/01/2018 10:00	29/01/2018 17:00	Meeting	Front Projection	50	70
Edit Del	M&E-000431	30/01/2018 10:00	30/01/2018 17:00	Meeting	Front Projection	50	70

▼ Equipment

Action	Name	Date / Time Required	Equipment	Quantity	Meeting Room Type	M&E Booking Requirement Name	Ec
Edit Del	EQ-000214	28/01/2018 10:00	TV Screen	1	Meeting	M&E-000425	Pl
Edit Del	EQ-000215	28/01/2018 10:00	Wi-Fi	1	Meeting	M&E-000425	
Edit Del	EQ-000216	28/01/2018 10:00	Flipchart	2	Meeting	M&E-000425	
Edit Del	EQ-000220	29/01/2018 10:00	TV Screen	1	Meeting	M&E-000430	Pl
Edit Del	EQ-000221	29/01/2018 10:00	Wi-Fi	1	Meeting	M&E-000430	
Edit Del	EQ-000222	29/01/2018 10:00	Flipchart	2	Meeting	M&E-000430	
Edit Del	EQ-000223	30/01/2018 10:00	TV Screen	1	Meeting	M&E-000431	Pl

- A Visualforce Page to display all the Meetings related data at a glance with inline edit, cloning and delete functionality all at one place
- A view of dashboards highlighting status for all the bookings

Dashboards reflecting status of bookings



Business Value Realized by the Customer



- The team can now effectively import data of multiple guests to related bookings. The syncing process between all line items has resulted in producing accurate data across entire system. This resulted in an enormous improvement of employee productivity and satisfaction.
- The Reports and Dashboards has helped in highlighting the bottlenecks of the system enabling them to focus on the improvements areas.