

## CASE

How Queen's Hotel increased profitability  
with a cloud based PMS

— NITESOFT SOLUTIONS —



# QUEEN'S HOTEL

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<https://www.queenshotel.se/>

Queen's Hotel is modern family owned hotel located in the city of Stockholm, Sweden. With its 56 rooms and 15 employees, they target both business and pleasure travelers, with a strong focus on giving their guests a unique stay in Stockholm.



# NEEDS AND CHALLENGES

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When we were contacted by Queen's Hotel, they were looking for a cloud based property management system (PMS) that would support their key business processes.

At that time, the hotel had a low share of direct bookings and thought that their staff were spending too much time at operating inefficient IT-systems instead of interacting with guests. In addition, the competition in the local market was increasing and new hotels, using new technology were expanding rapidly.

Their desire was to personalize the guest experience, helping them to build a stronger brand and attract more recurrent customers; which would lead to an enhanced position in the local market. With the guest in mind, they wanted to smoothen the online booking process and make sure that their staff spent more time serving new- and recurrent guests. Therefore, finding a system that was advanced but intuitive and easy to use.

They hoped that the hotel company would get more motivated by switching system and that this would lead to higher guest satisfaction and better financial results.



```
</--meta-->
```

```
<title></title>
```

```
<meta name="viewport" content="width=device-width, initial-scale=1.0, maximum-scale=1.0, user-scalable=no">
```

```
<link rel="shortcut icon" href="/favicon.ico" type="image/x-icon">
```

```
<link rel="icon" href="/favicon.ico" type="image/x-icon">
```

```
<!--CSS-->
```

```
<link type="text/css" rel="stylesheet" href="css/materialize.min.css" media="screen, projection">
```

```
<link rel="stylesheet" href="https://maxcdn.bootstrapcdn.com/font-awesome/4.4.0/css/font-awesome.min.css">
```

```
<link rel="stylesheet" href="/css/animate.css">
```

```
<link rel="stylesheet" href="css/theme.css">
```

```
</head>
```

```
<body>
```

```
<!-- banner -->
```

```
<div class="banner">
```

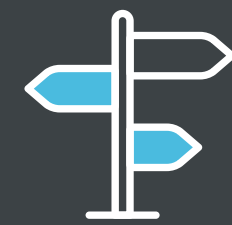
```
<nav class="nav">
```

```
<div class="nav-wrapper">
```

```
<div class="container">
```

```
<a href="#" class="brand-logo hide-on-med-and-up">
```

```
</div>
```



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# SOLUTION

**With the premiss of guest satisfaction, we worked together with Queen's Hotel in order to find a solution meeting their needs and technical requirements.**

First, we looked over all third party integrations such as Channel Manager, Lock Systems, Point of Sales etc. Bearing in mind that these integrations should bring efficiency and help the hotel reduce costs.

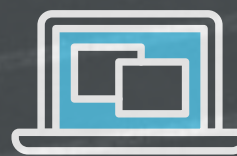
Finally, we agreed on the integration scheme and shifted focus on how we could increase the level of automation at the hotel. Here we introduced our self-developed guest self-check in application. Enabling the guest to take care of themselves and for staff to spend more time engaging with their guests.

When the technical foundation was set, we moved over to the implementation phase.

We helped Queen's Hotel to configure and build the new hotel in Nitesoft, migrating relevant data from the old PMS and completing the implementation phase with on-sight training.

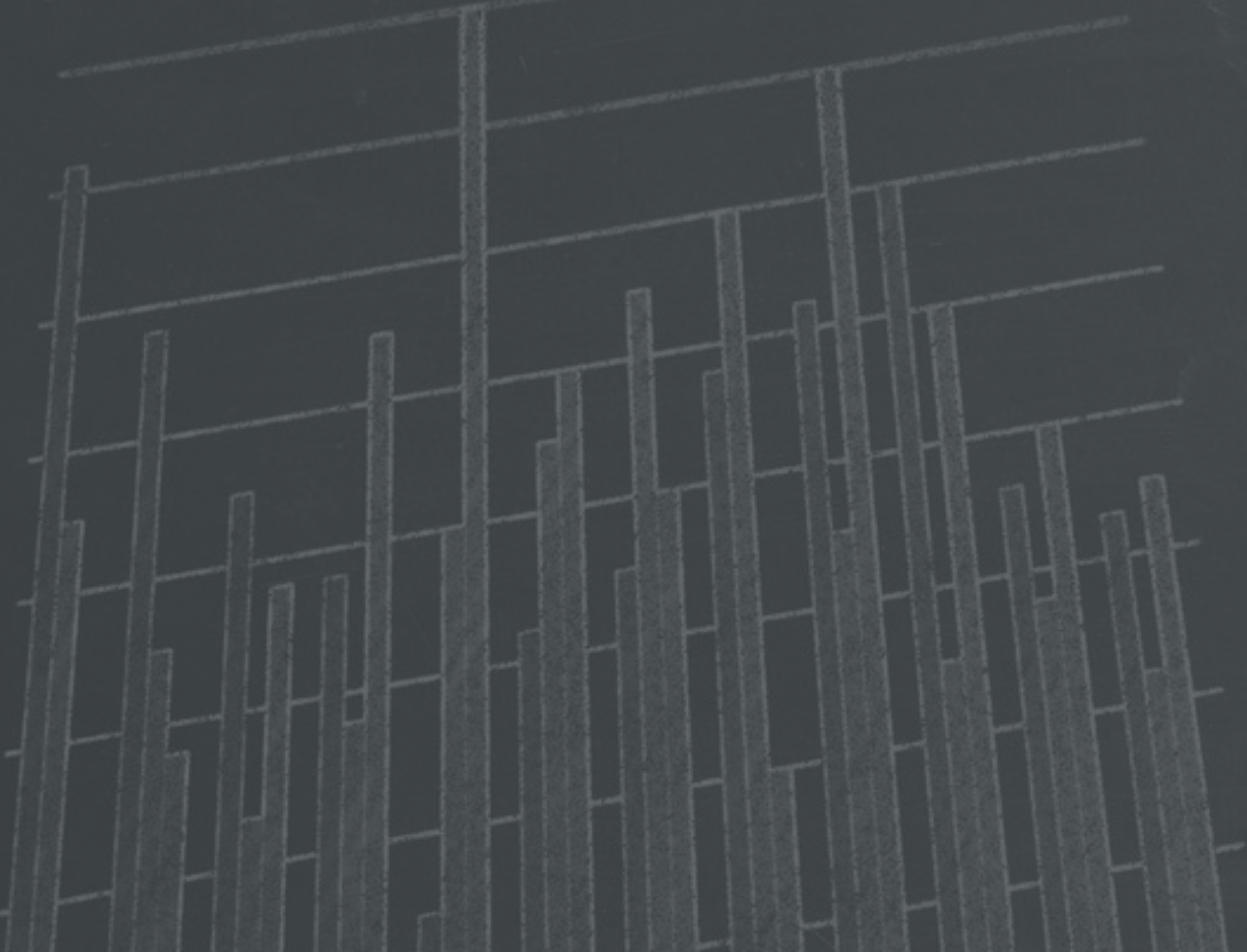
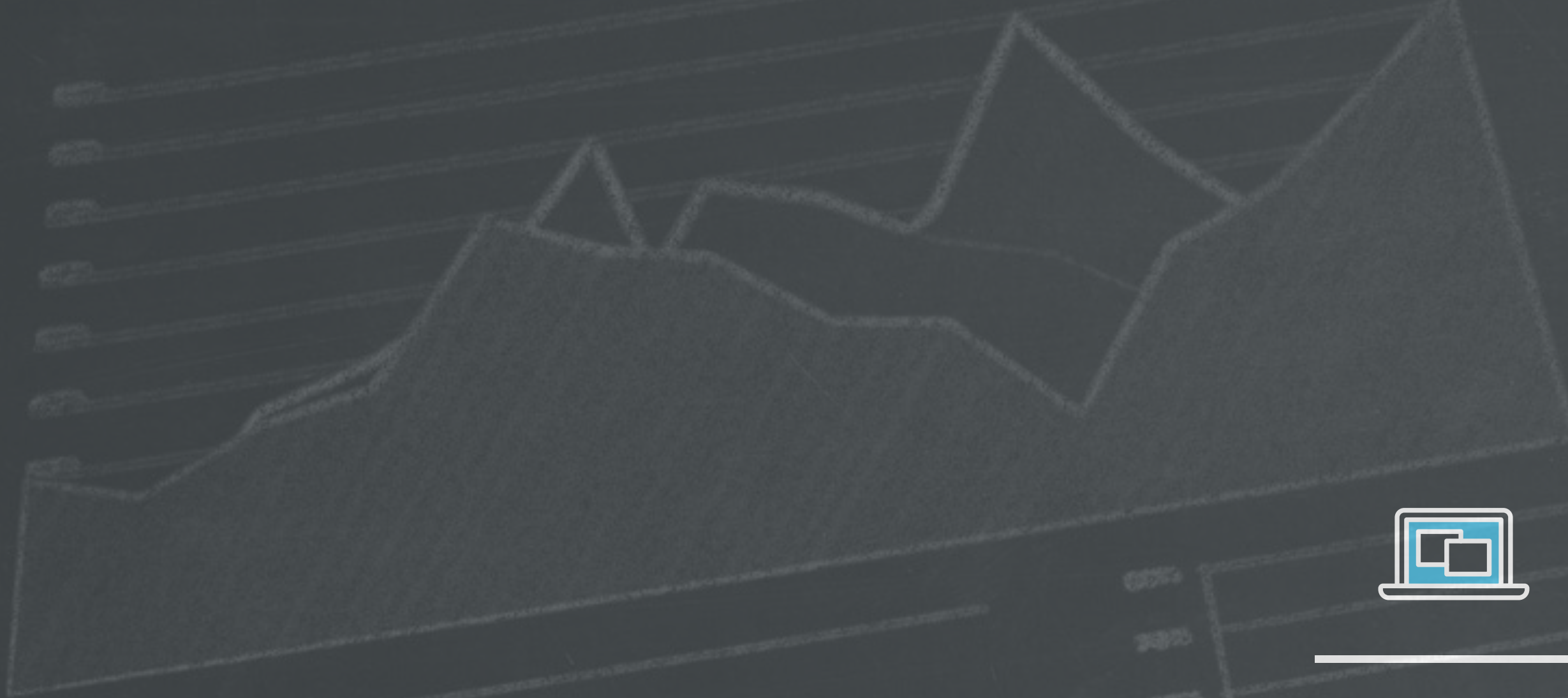
A couple of days after the training was completed, we launched Nitesoft PMS at the hotel. The switch from a server based PMS to a cloud based PMS went smooth and the hotel could now access their PMS from all over the world as long as they have an internet connection.

With their new PMS, all staff was connected with individual accounts and it was now possible to communicate through the PMS. Hence, abandon unnecessary emails, SMS, posted-its and phone calls. Simultaneously, they had been given the right tools to convert more online bookings and strengthen their communication with their guests.



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# RESULTS



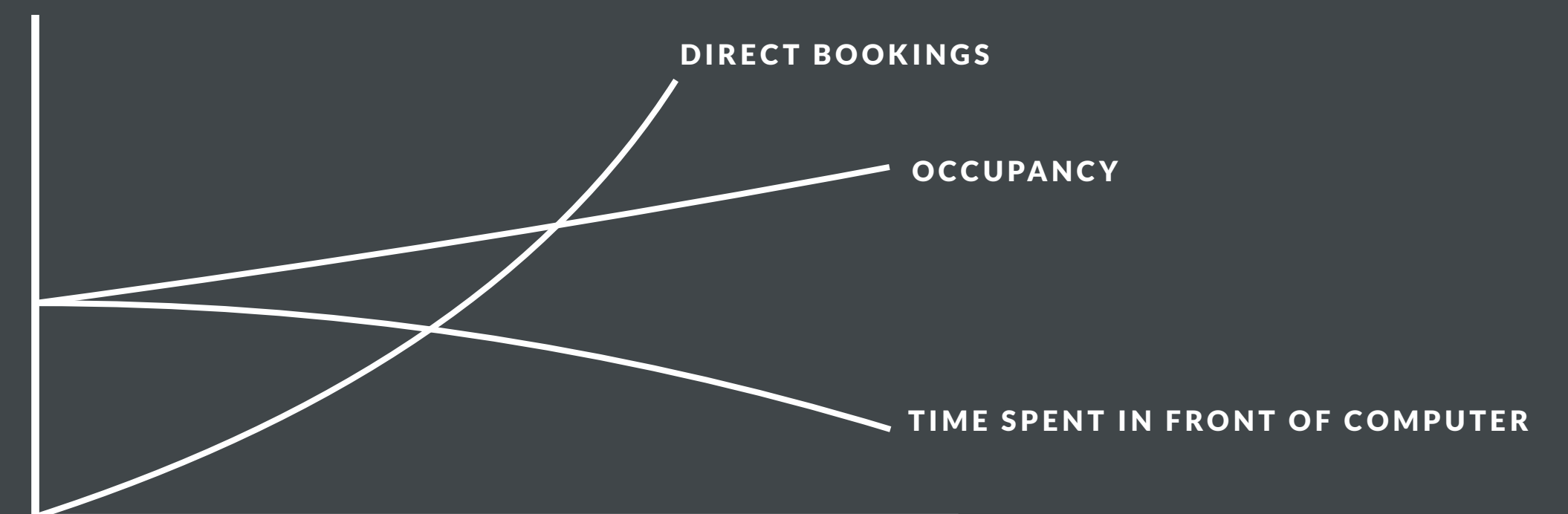
The project was completed according to plan and Queen's Hotel was live in the new PMS, Januari 2015. A year after launch, we asked the hotel to explain what had change since inception of the new PMS and booking engine.

Below you find key areas where they have improved:

- Direct bookings increased swiftly, from a few per week to multiple bookings per day
- Direct bookings have a higher length of stay (LOS)
- No-show has decreased and is almost eliminated
- Average daily rate (ADR) from direct bookings are remarkably higher then for other channels
- Higher occupancy, due to faster and more robust third party connectivity
- More positive reviews from customers booking directly.
- More engaging customers in social media
- Total time spent infront of computer has been reduced with + 5 hours per day

With the new optimized booking engine, their online conversation had reach a new level. Higher share of direct bookings means lower commissions to Online Traveling Agencies (OTA), which has a direct impact on the hotels profitability.

The user-friendly PMS had helped the hotel to diminish time-consuming process, resulting in higher interaction with their guests. In general guest satisfaction has improved, which is clearly reflected in more positive online reviews.



## CUSTOMER COMMENT

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*"Initially I thought switching PMS and booking engine almost was unfeasible. With several integrations to third party systems there is a lot that could go wrong.*

*Today, I am very glad that we decided to switch to a cloud based solution. We have increased our revenue 10 % annually. Elevated profitability and received more satisfied guests. Another important improvement is that the staff really enjoys working in Nitesoft. For me a happy staff is the foremost factor to create an appealing environment for our guests to stay in."*



Sasha Bahremandi

HOTEL QUEENS





# NITESOFT SOLUTIONS

## IN ONE MINUTE

Nitesoft is a leading cloud based management platform for hotels, hotel chains and serviced apartments geared for reservations on the Web, flexible payment methods, guest check in self service, and many other features the market trends require.

Nitesoft PMS is provided on a Software as a Service (SaaS) basis and comprises features and functions for improved level of automation and daily operations. Nitesoft has been designed in close partnership with leading hotels with high level of automated processes and at the forefront of hotel concepts. The platform is intuitive, built on the latest Microsoft technical platform, extendable and scalable and quick to set up to a new customer.

Do you want to get in contact with us?

Please send us an email at [oscar@nitesoftsolutions.com](mailto:oscar@nitesoftsolutions.com) or give us a call.



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