



Hamptons Hotel Chain Boosts Revenue and Increases Operational Efficiency with On Demand PMS by innRoadSM

Guest service is arguably the most critical element of success or failure in every hospitality business. However, when your customer service agents are spending all their time organizing reservations and do not have access to the latest data across properties, customer service levels ultimately fall off.

That is the challenge that executives at the five-property Enclave Inn in Bridgehampton, New York, were facing last year. They were using an old, offline reservations system developed in-house, which was not streamlined nor organized. Enclave's main office and individual properties often doubled up on reservation information, because information was not immediately accessible across all four properties. In addition, it was difficult to schedule housekeeping and other staff when arrival and departure times were unknown.

"Operations at our central office would always have to call and fax the reservations information between properties," says Enclave Owner, Michael Wudyka. Sometimes, reservation agents would hurry to get off the phone when customers made reservations, because the manual process was slow, rather than spending time selling other rooms and services.

"In our analysis we noticed there was so much information going back and forth, their agents had no choice but to minimize their interaction with the guests," said Murat Ozsu, founder of innRoad, Inc., in Sag Harbor, New York, provider of this unique property management system.

innRoad provides the industry with the first fully featured internet-based PMS solution, specifically developed for hotel operators and property management companies of all sizes, including independent hotels and multi-property chains. Because innRoad is accessible via the Internet, and the system is maintained by innRoad staff, properties do not have to install any software or additional computer equipment on-site. In addition, innRoad's cost-efficient subscription model differs significantly from other property management systems, which typically charge hotels high fees for installing and maintaining the technology.

"Being a smaller company, the costs associated with the program make good business sense, versus the exorbitant costs for some systems," Wudyka said. With innRoad's online system, hotel managers and staff can access the real-time information 24 hours a day. This way, hotel staff can focus on serving their customers, not on managing numerous different technologies and reservation systems.

In late 2006, innRoad quickly set up all five Enclave Inn properties with their property, room, inventory, guest and corporate account data online, allowing all properties to instantly access the data in real time, and without any on-property implementation.

“Sometimes their central office is not open, but each property is and they’re able to manage reservations, 24 hours a day,” Ozsu said. Now, property managers and reservations agents can view current inventory, room reservations, and schedule housekeeping and other staff — across properties.

“It’s the only software system that we have found that caters to multiple-property companies without the high technology overhead,” Wudyka said. “All of our satellite locations are able to see what the main office sees, and we can even access it when we are working off-site,” he added.

Now, when a guest checks out of a room, staff simply clicks a button on the online PMS system to print a guest statement and free up the room. The system automatically allows for the selling of that room and initiates the housekeeping process. In the past, the hotel manager would have to call the main office to notify them that a guest had checked out, particularly in early checkout situations.

After implementing innRoad, Enclave has streamlined staff time and communication, and cut back on the need for external IT consultants. Now, Enclave management can focus on growing the company, and not worry about confusion and duplicated efforts among managers and employees.

“It has allowed us to, with the same amount of staff, grow our company and plan for future growth,” Wudyka said.

Perhaps most importantly, innRoad has significantly contributed to Enclave’s significant revenue and occupancy growth. In the first quarter of 2007, revenue soared 20 percent, compared to the same quarter in 2006, and occupancy increased by 3.4 percent.

“It helps us be more efficient in what we do, so that helps our bottom line,” Wudyka said. “The staff are now able to spend more time on the phone with customers, and they are seeing a real difference in guest satisfaction,” Ozsu added. As a result of the personal interaction with agents, customers are happier and are booking more rooms.

In addition to improving the guest experience, innRoad’s back-office system produces revenue reports for Enclave in real-time, providing valuable data that Enclave executives never had access to in the past.

“Before, they had to manually do revenue reports, off-line in Excel. Now, all revenues are categorized, which is customizable by property or operator,” Ozsu said.

As Enclave continues to grow and add properties to its portfolio, the company plans to have innRoad by its side, helping to manage its growth in an organized way, and push revenue upward.

About innRoad, Inc.

innRoad (www.innroad.com) is the first, and only, technology company to address the needs of independent hoteliers for an efficient, affordable solution that seamlessly integrates bookings, global distribution, property management and marketing all on a single, easy-to-use platform. Building on Software-as-a-Service (SaaS) delivery, low-cost subscription pricing and knowledgeable customer support, the company is revolutionizing the way hotel owner and operators manage their properties over the Internet — and helping them increase profits.

About Enclave Inn

With five locations in the heart of the Hamptons, the rapidly growing Enclave Inn property chain offers guests a choice of private retreats from which to enjoy all of the pleasures found on the East End of Long Island. Considered by many the Malibu of the East, the Hamptons have some of the world's finest white sand beaches, extraordinary antiques, golf courses, tennis, biking, dining, fishing and water activities. The Enclave Inn is minutes from the Atlantic Ocean, with prime locations in Bridgehampton, Shinnecock, two properties in Southampton and Wainscott.

The first Enclave Inn opened in March 1999, and expanded in 2002 under the watchful care of the Wudyka family, who are building on the legacy of one of the Hampton's Premier Lodgings. For more information, please visit www.enclaveinn.com or call 1-877-998-0800.