Case Study.
Britannia Hotels Group uses Eptica technology to cut hotel reservation and customer service costs

Requirements

- Britannia Hotels wanted to streamline its reservation process and ensure it had the right systems in place to cope with rapid ongoing expansion and increase in hotel bookings

- Britannia also wanted to remove time wasted on manual tasks and any potential for booking errors

- An email system for managing reservations had to provide complete workflow control and visibility of agent productivity and bookings received via its many hotel booking partners

- The system also needed to automatically manage and convert inbound fax bookings to emails for faster processing

Results

Productivity increased by **16%**

Solution

Email Management

Fax – Letter – SMS

Britannia Hotels Group, the largest privately owned hotel chain in the UK, has streamlined its reservation process using Eptica's advanced software to automatically convert fax hotel bookings into inbound emails for faster, more accurate processing. Eptica, which was rolled out across 33 hotels in December, resulted in a 16% increase in productivity within 3 months and enabled Britannia Hotels to cut the cost of operating its reservation administration.

Solution

The Eptica Email Management™ system combines a dynamic customer service knowledge-base and advanced semantic search technology with flexible and fully customisable workflow for managing all customer email interaction.

The Eptica Fax-Letter-SMS module automatically reads and converts faxed hotel bookings into emails and then prioritises them in the reservation system's email queue according to the guest's arrival date. Guests arriving at Britannia hotels, regardless of whether they made their booking 10 months or 10 minutes prior to arrival, can be assured that their reservation has been processed. The time taken to process approximately 2,000 daily bookings has been reduced from 3 to 2.5 minutes per reservation.

"Eptica has been a great investment for us; they have delivered exactly what they specified at the outset of the project. We're a cost conscious organisation and the project fitted into our price bracket, resulting in significant operational cost and service improvements."

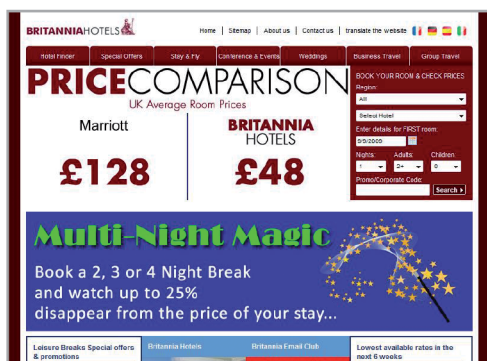Karen Pownall
Call Centre Manager
Britannia Hotels

Results

This year, Britannia Hotels has experienced an increase in bookings. By improving efficiency and cutting the time it takes to process reservations, by around 120 hours a week, Eptica Email Management has resulted in significant operational cost savings for the Group.

Before Eptica, three full time people were needed to open, read and manually prioritise fax reservations by guest arrival date. This is now done automatically, which has removed the risk of error and made the booking process more efficient.

Britannia Hotels has improved efficiency and cut the time it takes to process reservations, despite a significant increase in bookings.

According to Karen Pownall, Call Centre Manager, Britannia Hotels: "Eptica has been a great investment for us; they have delivered exactly what they specified at the outset of the project. We're a cost conscious organisation and the project fitted into our price bracket, resulting in significant operational cost and service improvements."

Eptica has also enabled Britannia to free up valuable management time, which moves managers away from time-consuming administrative tasks to focus on the training and coaching of the team. Britannia also reported an increase in staff morale following the Eptica implementation. Karen Pownall explained: "Our administration agents are delighted with Eptica, it is simple to use, easy to maintain and workflow is prioritised. Staff can achieve a greater level of productivity, which is linked to their bonus scheme, increasing their earning potential. We've even seen a drop in sick days and we have a much more focussed team, delivering excellent results."

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Key Features

- Eptica Email Management and Fax-Letter-SMS modules deployed

- Email extraction and Fax OCR used to automatically extract key data (e.g. arrival date) and populate the system's database

- Business rules calculate priorities and automate workflow

- Multiple interactions relating to the same booking are grouped together automatically

- Real time analysis of pending bookings per hotel support operational management of contact centre and hotels

- Reservations are presented to agents prioritised by guest arrival date

- Workflow tools assist agents with booking process and wrap up

- All correspondence and attachments are archived within Eptica

- Comprehensive reports provide complete visibility of key performance metrics such as number of bookings by customer, number completed, enquiries handling by agent and which agents are least and most productive