

# HOTEL MANAGEMENT SERVICE PROVIDER BUILDS BETTER, MORE PROFITABLE GUEST RELATIONSHIPS



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Technology Evangelist

## EXECUTIVE SUMMARY:

Boost-inn is a leading hotel management solution that helps customers manage multi-property mid-size hotels. Connecting to the entire hotel IT ecosystem, they provide an integrated platform that now includes business analytics. Their customers are SMB's in the hospitality industry who are struggling with scattered, inconsistent data sets and lack of centralized IT.

The hotel industry has less than a 10% BI adoption, so Technology Evangelist, Bahadour Moussa, saw the opportunity to build out their platform and see wider adoption. Since Sisense was offered as part of their hotel services solution, Boost-inn has helped their customers increase opportunities by gaining the knowledge and ability to engage their guests. One client revamped operations based on what they learned with Sisense, and increased foot traffic to their hotel restaurant by 20%.



## OPPORTUNITY: DISCOVERING HIDDEN GEMS

In the hotel industry, data is scattered and coming from many separate data sources that all speak different languages and harbor inconsistencies. Recognizing these challenges, Bahadour was looking for a BI tool that could store, clean and prepare data—even before the visualization process. Being able to analyze a hotel guest's frequency of visits and activities while at the hotel provided an opportunity to pro-actively enhance the guest experience with what they might find interesting or useful.



**20% INCREASE**  
IN FOOT TRAFFIC TO CLIENT'S  
HOTEL RESTAURANT



**10+**  
DATA SOURCES



**6+**  
KPIs MONITORED DAILY

## THE CHALLENGE: CONNECTING ISLANDS OF DATA

Property management businesses tend to use Windows-based hardware which is on-site, heavy, and requires a dedicated and expensive maintenance personnel team. When you have 10 systems like that holding precious data, it's a real problem because it is impossible to connect and collaborate the data. Bahadour was convinced they could find a way to connect those islands and provide meaningful insights to their customers and he set out to do just that.

**“ BEFORE SISENSE WE HAD A STRONG CENTRALIZED CRM AND HOTEL PLATFORM; AFTER EMBEDDING SISENSE DATA ANALYTICS WE NOW OFFER AN ENTIRE HOTEL MANAGEMENT SOLUTION. A HUGE PART OF BECOMING AN OFF-THE-SHELF PRODUCT WAS EMBEDDING SISENSE AS OUR BI AND ANALYTICS TOOL. ”**

## THE SEARCH IS ON

Bahadour needed a BI tool that was easy to use with an attractive and intuitive UI for their non-technical audience. Also, he wanted a BI tool that could connect to many complex data sources without requiring ETL work, and be easily white labeled. Since most of the property management systems are Oracle based, having a low cost of ownership was also a criterion.

After finding Sisense, the first thing Bahadour liked about it was the UI and design. After receiving the free Sisense POC, he was able to build his first dashboards using the company's own live data, and see Sisense work in a real life scenario. Boost-inn was immediately sold on Sisense.

## GAINING UNDERSTANDING OF GUEST BEHAVIOR

Boost-inn has over a dozen luxury hotel clients across France, with data on more than 400 rooms per hotel. Annually there are about 50,000 reservations per hotel, with typically more than one guest per reservation. All of this information is being stored and analyzed.

An example, is a dashboard used that analyzes sales data to isolate populations of guests that come to each hotel. Hotels can learn where the majority of their guests came from, where their guests are dining, and what they are dining on—even drilling down to what kind of champagne is most popular among guests. Understanding insights helps hotels make better offers to their guests and increase business. Sisense has helped Boost-inn:

- ▶ Gain customer knowledge
- ▶ Reduce customer churn
- ▶ Drive staff productivity
- ▶ Engineer smarter responses
- ▶ Increase room occupancy
- ▶ Establish brand recognition

Sisense is an optional part of the SaaS platform available from Boost-inn. The module isn't required, but it has rapidly become a 'must have' for their customers.

## HERO MOMENT

While all other hotel management systems are struggling to use and maintain legacy tools like Cognos that dominate the hospitality market, others are using proprietary systems and SEO and trying to get data from 4-5 different systems. Boost-inn has gained a significant competitive edge by implementing Sisense. Boost-inn says that once users see the data-driven decisions they are able to gain, hotels are choosing Boost-inn for these analytics—especially the bigger ones.

Client hotels are now able to identify regular guests and their habits, and are able to use that data to create targeted lists and develop marketing strategies around them, leading to more repeat business. Another popular use is drilling down on their Food and Beverages department and pinpointing best selling products so they can make smarter purchasing decisions and optimize inventory.

“**SISENSE HELPS OUR CUSTOMERS SEE THEIR GUESTS' PERSPECTIVE, SO THEY CAN MORE EFFECTIVELY COMMUNICATE WITH THE GUEST, BEFORE THEY BOOK, WHEN THEY BOOK, AND AFTER THEY ARE GONE.**”

“**ONE CLIENT USED SISENSE TO IDENTIFY THAT THE FASTEST SELLING ITEM AT ONE OF THEIR HOTELS WAS COFFEE, AND NOT THE EXPENSIVE MENU AT THE RESTAURANT. THEY REVAMPED THEIR OPERATIONS, INVESTED IN A BARISTA AND CREATED A WHOLE NEW COFFEE EXPERIENCE THAT LED TO A 20% INCREASE IN FOOT TRAFFIC.**”