



How a Digital Worker manages reconciliations for Davidson Hospitality.

Freeing up the time of qualified staff, enabling the whole team to work more effectively.

80%

POTENTIAL ACCOUNTANT TIME SAVED

c.700

RECONCILIATIONS PER NIGHT



EASILY SCALABLE SOLUTION

"For any business looking for process efficiencies this is a no-brainer. I don't see why anyone wouldn't implement something similar, and I wish we'd done it years ago!"

Michele Smith,
Senior VP
Accounting & IT, Davidson Hospitality Group

The issue we solved

Hotel groups like Davidson must perform numerous data reconciliations, and yet often these are done manually by highly skilled and qualified individuals.

Frequently, if other priorities take over then reconciliations are completed only at month-end, which results in out-of-date business information.

Davidson has a team of 10 accountants, who spent around 80-85% of their time doing reconciliations; a monotonous job that was repetitive and prevented them from adding value.

About Davidson

Davidson Hospitality Group operates over 200 hotels, resorts and restaurants across the USA, including under the Marriott, Hilton and Hyatt brands.

Davidson is ranked #1 in Guest Satisfaction by JD Power, and believe in creating value in everything they do – for the guests and the hotel owners who trust Davidson to manage their assets.

Having already worked for a sister company, Centelli met Davidson and quite quickly identified that an improved and quicker reconciliation process could be done by a Digital Worker, adding significant value to the operations.

Added complications

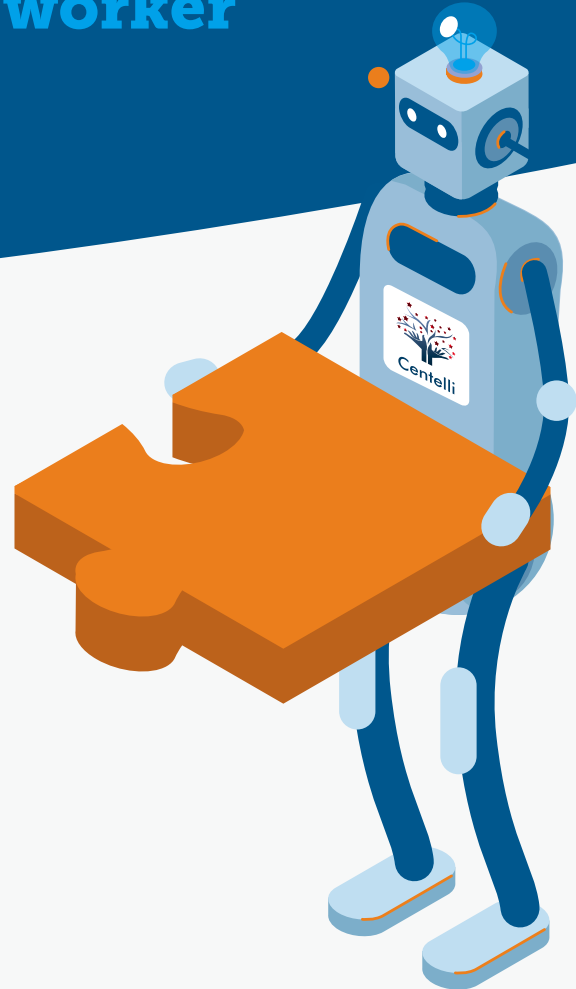
Some older systems were in play that were accessed via Remote Desktop, but because Digital Workers scroll, type and use a mouse just like a human this didn't present a challenge.

Some records were lacking consistent naming conventions, so we trained the Digital Worker to be able to decipher these in the same way a human would – and it continually learns as it encounters more.

As the business is looking to scale, the Digital Worker also learns as it goes, meaning it can take-on more and more reconciliations as the business grows.

Digital Worker

What does the digital worker do every day?



Digital Worker logs in

In the same way a human would, it logs in to company's business applications using Remote Desktop systems.



Data Downloaded

Logs in to various banks using secure methods, just like our staff, and downloads all relevant data for bank reconciliations.



Data imported

Transaction data is imported into the finance system, and related to the hotel / account in question.



Reconciled, using a bespoke Mapping Template

Using logic to determine how each piece of data should be handled, it reconciles new transactions with the system.



Unknown Mapping, it asks & learns

If the Digital Worker encounters a piece of data it is unsure how to reconcile, it will alert the team. Once it's been told how to map this, it will log that in the Mapping Spreadsheet, and remember it forever.



Mapping Template Spreadsheet

To determine these 'matches' the Digital Worker refers to a central spreadsheet or mapping document, that staff have access to in case they have any queries etc.

Moves onto next process, and reconciles that.

Once that Reconciliation is complete, the Digital Worker moves onto the next account or process, until all have been completed.

Benefits delivered everyday



Digital Worker VS Human Worker:

80%

potential Time Saving

c.700

reconciliations per night

Infinite

capacity to scale

250+

validation Criteria checked each time

Value adding team

qualified accountants now working 'on the business rather than in the business'.

Happier staff

no longer straining to input data as quickly as possible.

Trickle-up effect

as team is freed from reconciliation, they can support managers more, which in-turn frees up their time to add more business value.

Easily scalable

as we started with 5 banks initially, before scaling up to 80 banks with minimal additional effort or Digital Worker training.

Michele Smith,
Senior VP -Accounting & IT,
Davidson Hospitality Group

"Centelli have been **great to work with**. From Day 1 they've been responsive, have understood and interpreted our business needs and implemented the Digital Worker **incredibly smoothly**."

Kyla Lawson,
Senior Corporate Accountant,
Davidson Hospitality Group

"We all **love our Digital colleague**. Whilst we are at home each night, they are working away doing what was the most time consuming part of my day – reconciliations. This means **we can concentrate on business performance** and improvement across the group, rather than doing mind-numbing data entry!"

Michele Smith,
Senior VP - Accounting & IT,
Davidson Hospitality Group

"Reconciliations are a critical part of any finance function, especially in the hospitality sector. Yet they are time-consuming, monotonous and **take staff away** from adding real value. Our Digital Worker being able to now run reconciliations daily is **a huge advantage for Davidson**, benefiting our accounting team, hotel management teams and ultimately our hotel owners.

To find out how a Digital Worker could help your business, visit:

www.centelli.com