Centelli

CLERMONT HOTEL GROUP

How a Digital Worker called 'Bertie' helped Clermont better manage hotel bookings.

Reducing demand on the Contact Centre, thus easing recruitment & staffing challenges.

15
FTE EQUIVALENT

50%
OF WORKLOAD AUTOMATED

20k
TRANSACTIONS PER MONTH

"Running a contact centre is difficult, but having a Digital Worker as part of the team makes a world of difference. I wish we had one sooner!"

Melanie Cole,
Head of RSC, Clermont Hotel Group

The issue we solved

Hotel Contact Centres (or Reservation Service Centres – RSC) handle all the various new bookings, amendments and cancellations. These bookings arrive from different partner organizations (Corporate Agents, Tour Operators, Online Agents etc.), in different formats which needs actioning in different ways with the hotel's Property Management System (PMS) – in this case Oracle Opera.

Clermont was facing challenges in recruiting and retaining staff in the RSC. They engaged Centelli just before COVID, and foreseeing what was ahead on-boarded their Digital Worker during the quiet lock-down period.

About Clermont

Clermont Hotel Group is a first-class hospitality company, operating 17 hotels with over 5,000 bedrooms across three brands.

What makes Clermont distinctive is that they connect personally with guests during their stay, and yet also use the latest technology to make operations as efficient and smooth as possible.

With a strong history of working in the hotels sector, Centelli approached Clermont to see how a Digital Worker might be able to assist them in their Contact Centre operations.
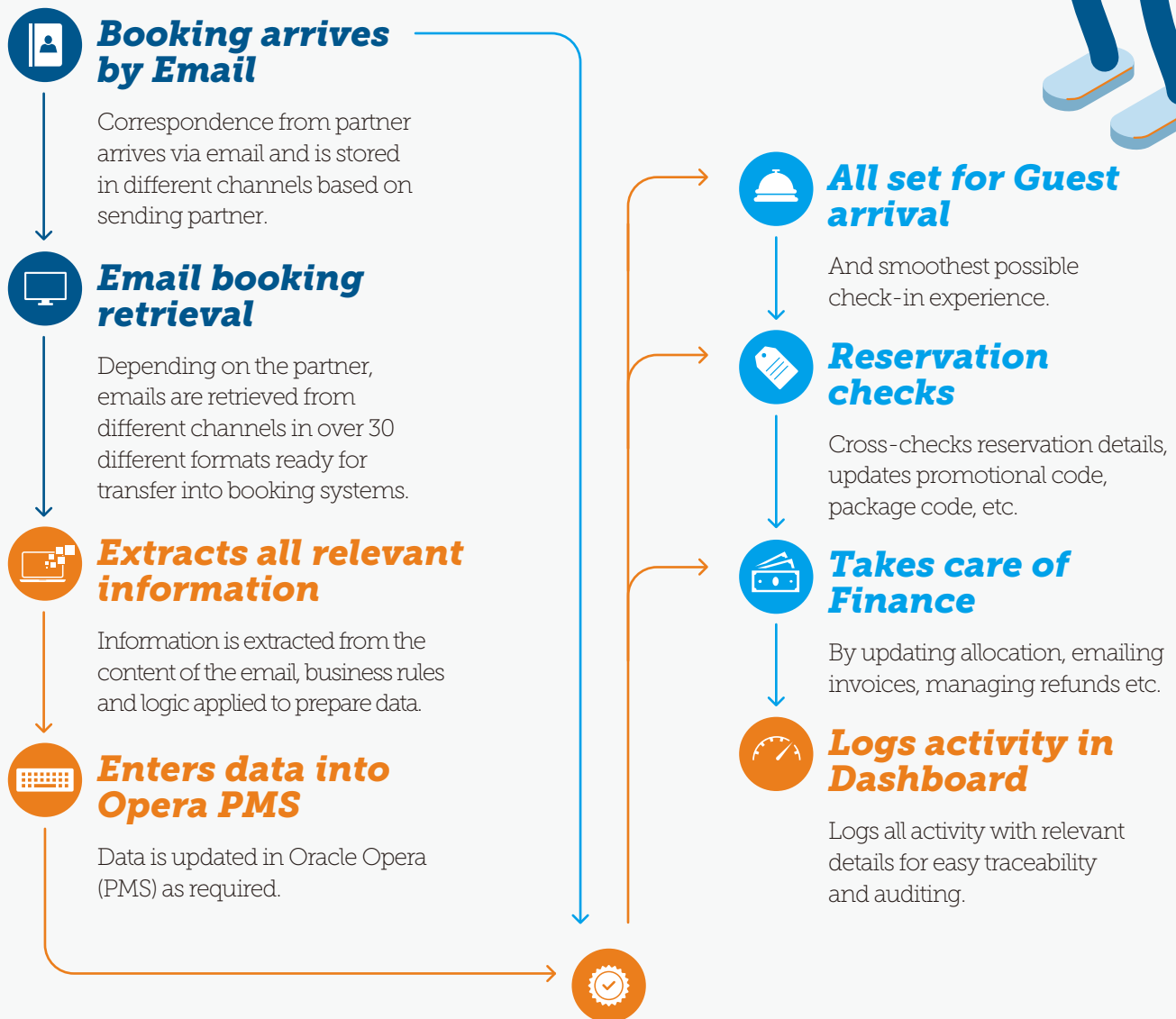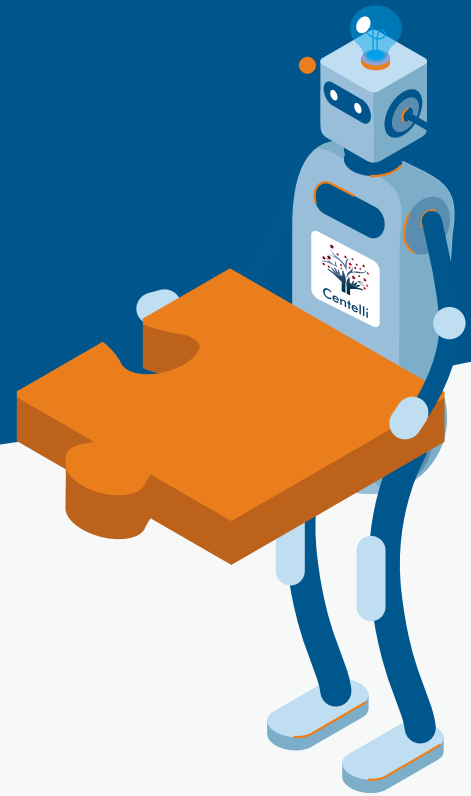
Added complications

very booking partner delivers details into a hotel differently, and each drops different amounts of that data automatically into the PMS. For example, some would transfer booking information but not the payment details – meaning staff had to cross-check and update missing information.

There was a large variation in the activities that the Digital Worker had to pick up, whether a booking, amendment or cancellation. During the lockdown period we therefore created mock bookings based on historic transactions, in order to build confidence in the RSC team that it was achieving 100% accuracy.

Digital Worker

What does the digital worker do every day?

Booking arrives by Email

Correspondence from partner arrives via email and is stored in different channels based on sending partner.

Email booking retrieval

Depending on the partner, emails are retrieved from different channels in over 30 different formats ready for transfer into booking systems.

Extracts all relevant information

Information is extracted from the content of the email, business rules and logic applied to prepare data.

Enters data into Opera PMS

Data is updated in Oracle Opera (PMS) as required.

All set for Guest arrival

And smoothest possible check-in experience.

Reservation checks

Cross-checks reservation details, updates promotional code, package code, etc.

Takes care of Finance

By updating allocation, emailing invoices, managing refunds etc.

Logs activity in Dashboard

Logs all activity with relevant details for easy traceability and auditing.

Cross-checks data

To ensure accuracy, before saving and copying confirmation numbers between the two, Bertie double-checks all details with the original booking.

Benefits delivered *everyday*

Digital Worker VS Human Worker

50%
transactions now automated

15 FTE
work being done

20,000
transactions per month

45hrs
per day Bertie works

Reduced costs

staff time better spent on more bespoke guest requests etc.

Happier team

which leads to better retention, easier recruitment etc.

Happier customers

due to fewer errors, lost bookings etc.

Chris Ball,
Business Development Director, Clermont Hotel Group

"We already had some automation within our booking processes, but with so many partners and integrations there was still a lot of manual data transfer to be done. vvCentelli worked with us to understand that a Digital Worker could perfectly complement existing processes, by behaving just like a human does – but way more efficiently."

Melanie Cole,
Head of RSC, Clermont Hotel Group

"Having a Digital Worker as a part of the team is fantastic! It takes on the more monotonous tasks, more accurately and more efficiently. Leaving the rest of the staff to deal with more bespoke requests. And as a business focused 100% on customer satisfaction, that's a wonderful position to be in."

To find out how a Digital Worker could help your business, *visit: centelli.com*