

Anglo Educational Services: Story of a non-traditional hotel getting connected

3
min

Approximate Reading Time

Read this case study if:

- You are looking for a tailor-made tech solution
- You do not fit into the traditional hotel category

Summary

ANGLO EDUCATIONAL SERVICES owns and operates 300 apartments across central London. In 2018, it implemented HOTELTIME SOLUTIONS' PMS in order to shift to a more sophisticated distribution model, with more transparent and reliable reporting. HOTELTIME SOLUTIONS offered a customized tech solution, which resulted in increased revenue, reduction of costs, and streamlined operations.

Challenges

ANGLO EDUCATIONAL SERVICES had, traditionally, sold its inventory to groups of students for long stays (30+ days). In order to maximize revenue, it began distributing the same inventory during off-peak periods under a different brand: ACCESS ACCOMMODATION.

ACCESS ACCOMMODATION operates a more commercial business model, utilizing more conventional hotel distribution channels such as OTAs and brand.com. As a non-traditional accommodation business, it shares some challenges with hotels, but its back office and operational teams also face a multitude of unique, distinct challenges. Most of the technology it was using, in fact, was built around the conventional hotel model, and could not be easily adapted to suit its specific needs.

Some of the challenges ANGLO EDUCATIONAL SERVICES faced:

- 16 separate locations meant management of maintenance and housekeeping staff separately
- Two separate business models caused undue complications for the financial department (i.e.: different VAT numbers)

Solutions

ANGLO EDUCATIONAL SERVICES shortlisted three providers (HOTELTIME SOLUTIONS, ELINA, and MEWS), and completed a rigorous selection process. ANGLO EDUCATIONAL SERVICES was impressed with HOTELTIME SOLUTIONS' consultative approach to sales: the two teams worked closely together to ensure the objectives were met. Numerous face-to-face meetings strengthened the relationship between them. Although HOTELTIME SOLUTIONS did not have the requested solution in place from the outset, it proposed a custom-made approach and set clear and realistic deadlines. HOTELTIME SOLUTIONS proposed to combine multiple channel manager connections within one single PMS. This personalised bespoke approach has continued into after-sales care.

Going above and beyond... What did HOTELTIME SOLUTIONS do differently?

- A technical solution to allow multi-Siteminder integration through a single HOTELTIME SOLUTIONS app
- Aggregation of reporting, segmentable by brand
- A cloud-based system to allow housekeeping and maintenance department to connect remotely via mobile phones or tablets
- Multiple rate codes' set up with distinct VAT percentages

The Results

ANGLO EDUCATIONAL SERVICES immediately perceived the benefits of HOTELTIME SOLUTIONS' unique approach in all departments:

Strategic, Revenue

Connecting 16 different sites through a single PMS application allowed the inventory to be dynamically managed. The flexibility of HOTELTIME SOLUTIONS' reporting modules also allowed far greater transparency.

Operational

The cloud-based, unlimited user, user-friendly set up of HOTELTIME SOLUTIONS meant that all the departments spread across the 16 sites could easily use and report to one centralised system.

Finance

The robust financial module built within HOTELTIME SOLUTIONS allowed the finance department to complete most of its reporting within the system, without having to export and handle any data. The structural set up suggested by the HOTELTIME SOLUTIONS provided numerous additional layers of reporting: by business model (ANGLO EDUCATIONAL SERVICES vs ACCESS ACCOMMODATION), by site, by unit type (e.g. two-room apartment vs studio), and so forth.

Testimonial

"Although we are not a canonical hotel, we have found that HOTELTIME SOLUTIONS system suits all of our needs and requirements. The team really took the time to consult with us through the system setup, in order to ensure it suited our needs. HOTELTIME SOLUTIONS even did some technical development work to get the correct solution. Since it went live, the system has made a huge difference to our operations: streamlining processes, improving management reporting, allowing greater flexibility with the management of groups and invoicing, and vastly improving revenue by integrating with all the various distribution platforms. Of course, we faced some challenges along the way, but the support staff (and the management team) were always on the other end of the phone and willing to help. A very happy (non-hotel) customer over here on Wigmore Street!"

~ Joanne Bowers - Accommodation Manager at Access Apartments

ANGLO EDUCATIONAL SERVICES

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