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**Maximizing Hotels Profitability**

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# FULL STACK MODULAR RESERVATIONS SERVICES

A MANAGED SERVICE PRODUCT FROM BEEHIVE HOSPITALITY

## THE REALITY

### COST AND COMPLEXITY...

In the last few years the number of potential partners for a hotel to distribute its room and rate products have grown significantly. Long gone are the days when the largest amount of contracts in one segment a hotel had was that of their local corporate accounts (if they had that). The number of off-line travel agents, wholesalers and tour operators has largely remained the same. That part of the industry has matured and usually the smaller agencies now buy their inventory from the larger wholesalers especially for small, independent hotels. In many ways the two segments with fixed contracted rates have remained the same in terms of their volume and (to a large extent) complexity of their work process.

The largest change was seen in the direct sales channels – or those channels which distribute the rates directly to the hotel guest. The on-line market place has grown from a few channels in the beginning of the century to over 100 a hotel may have direct access to – a jungle in its own right. The beauty of wholesalers and tour operators even corporate accounts is that the type of contract conditions are largely the same – seasonal pricing, black-out dates, allocations (or not), but these are all net prices. No need to worry about pre-paid commission, virtual credit cards, agent collect or hotel collect... not so with the new breed of distribution channels. They not only demand rate parity, but also demand each essentially different conditions of invoicing and availability of room rate products.

Only recently the industry has seen the commoditization of channel management. These tools have largely reduced the complexity of managing inventory and price across channels. Many are able to deliver (or rather collect and channel through) the reservations from some of the channels, and if the hotel is lucky to have the budget and the right systems, deliver those reservations to the hotel's own property management system. The less lucky hotels still have to do the usual reservation back-log, and manual data entry.



Business Analytics



Customer Engagement



Operations Support



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The latest industry numbers show that the telephone reservations (specifically for the US and Western Europe, primary markets) has reduced substantially as a communication channel of reservation delivery. While telephone sales have reduced in contribution to top-line revenue, they have given way to email and on-line travel agents.

## THE CHALLENGE

While the ability of an independent hotel or an asset group or small chain has grown significantly in the last decade, so has the complexity and number of reservations which require manual entry.

Many channels have specific conditions of service with respect to how they provide the sales and invoice amounts e.g. Some have chosen to work on pre-paid commission model, where they would ask the hotel to provide them a net of commission rate, which they would expect to be invoiced for, many have moved to similar model but are then providing virtual credit cards which the hotel should remember to charge for each reservation at its arrival time... some take gross rates but only charge the guest their commission as a pre-payment and leave the rest to be recovered from the guest by the hotel... Some channels work on flexible pricing as well as wholesale (seasonal pre-contracted pricing).

The challenge of connectivity is also exacerbated by the inconsistent ability of channel managers to deliver reservations into the hotel's property management systems, and still, the need for those reservations to be touched and tuned to the operational requirements of the hotel.

So an independent hotel of moderate or small size is faced with the challenges:

- own distribution through numbers of direct channels
- maintenance of incoming reservations (new/modified/cancelled) – back-log
- accuracy of inventory availability (critical for limited inventory properties), both – available for sale on the shelf of all the OTAs, wholesale partners etc. and in stock at the hotel
- accuracy of the reservation information in a way suitable for the hotel operations staff to deliver the service to the extent requested by the guest
- manual reservation entry into the property management system
- quality control of inventory against the multitude distribution channels and email trailing conversations
- accuracy of billing set-up
- accuracy of rate to charge
- routing of charges
- travel agent profile accuracy



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- guest profile accuracy and management
- timely customer email responses
- telephone enquiries on several languages with questions relating to general information, travel agency queries, reservation requests (sales)

While these are essential tasks the hotel staff should be addressing, the challenge is delivered by the need of the hotel staff to be well versed and supervised in the specifics of each channel, have had some experience at that level, understand the complexity of the distribution landscape, and has enough time on their hands to process all the details required... that then becomes near impossible when there is only one of them to do the work at the front desk, while having to handle guest queries, check-in and check-out. The volume of work required to be completed is sufficient to justify a position of reservations services agent – and that carries a number of costs.

## THE SOLUTION

### ADDITIONAL RESERVATION SERVICES RESOURCES...

The full stack managed reservations services of Beehive Hospitality is addressing all the challenges, allowing the operational front desk staff to concentrate in delivering the customer service to the guests who are already at the property, while the management and ownership will guarantee the fulfilment of tasks which otherwise will be inconsistently performed or completely missed, at a very competitive cost.

The results

The full stack use of the service will guarantee quality reservations performance – reduction of incorrect billing, better room sales, quick invoice collections, better telephone sales, better reputation positioning as a result of happier guests, and improved profitability.

Full Stack Reservations Services

As a service provided by Beehive Hospitality it is fully based on the key company values:

**FAIRNESS, OPENNESS, PROFESSIONALISM, HONESTY, CLIENT VALUE ADD, RESPONSIBILITY, FRIENDLY SERVICE**

Reservation Services are undoubtedly a critical player for the success and profitability for a hotel. It is therefore very sensitive when it is discussed in the context of BPO. It requires a substantial degree of trust of the hotelier in the professionalism and effectiveness of their BPO partner, as well as the ability of the BPO partner to understand the intricate specifics of the service in the context of independent hotel. It carries process bound as well as technological challenges in its set-up – internal hotel specific reorganization, and connectivity complexities.



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The mention of full stack implies that this service can take on every single aspect of the reservations process – from the initial guest contact all the way through to handing the reservation to the operations team at the front desk, ready to welcome the guest and provide them with the excellent service each hotelier is aiming to provide.

The Reservations Services consist of:

- dedicated service manager – personally responsible for the delivery of the hotel's success
- daily progress report, outlining activity, exceptions and questions
- daily list of reservations requiring pre-arrival charging (pre-paid stay conditions)
- daily source channel-to-destination (e.g. OTA-to-PMS or document backup to PMS) checks of reservations addressing a minimum of 17 points of quality control
- daily data-entry of reservations form channels – received by email or fax
- email response - multilingual
- telephone contact response (in selected languages)
- monthly progress report – outlining trends and progress along the service levels and key performance indicators as established with the each hotel
- weekly progress call with the hotel
- bi-monthly hotel visit
- quarterly senior managers reviews (COO/CEO/VP Reservation Service of Beehive Hospitality will attend the call with the hotel)

The professionalism promise of Beehive Hospitality relies heavily on its well trained and highly motivated associates. To achieve this consistently, the reservations services associates are selected amongst characters matching the quality levels each hotel expects. The success is ensured by rigorous daily training. The subjects of training relates to each associate's engagement – rotating though topics, amongst which are product knowledge, destination knowledge, language, sales skills, channel specifics, hotel/client specific contracting agreements, telephone sales techniques, cultural specifics etc. In addition to that their language skills are extended to ensure accurate expression in tone and vocabulary specific to the field and each hotel. The service is available in English, French, German and Spanish.

In addition, the highly advanced technological set-up at the Beehive Hospitality's offices allows the team to deal with multiple sites and systems simultaneously without any detriment, security concern or otherwise harm to its multiple customers. This allows the team to address each hotel individually in a high quality manner that is the service promise.



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## SERVICE À-LA-CARTE...

The hotelier can elect which part of the service is suitable for their operation. Typically, the service can be used as whole or in any of its major parts:

1. Voice communication management – voice response personalised to the hotel, in the languages selected by the hotelier; covering: reservation enquiries (sales), travel agent enquiries, guest enquiries
2. Reservations Input – take on input of all email and fax reservations (or other non-connected reservations) into the hotel's property management system
3. Quality Control – ensure balanced inventory, and operational quality of the reservations in the Hotel's property management system.
4. Email communication management – response and handling of reservations related email communication

The hotelier is able to select any of the services à-la-carte in order to flexibly compliment the resourcing at their hotel or group.

The service is generally available 12-hours/day, 5-days/week – as, from experience, this is the most effective model for resourcing hotels, however, 24/7 options are also available.

The Value-add is complimented by the successful delivery of the service in conjunction with the highly competitive pricing offered.

## USE CASE SCENARIOS

Use cases where the Reservations Services has been instrumental for success of projects, in addition to its core reservations services competencies:

### **Hotel Property System migrations,**

Where limited resource hotels have benefited from the project use of the service to manually migrate reservations from the legacy system to the new system. This comes with full coordination and support all the way into the the use of the

### **Off-season Reservations Maintenance**

For hotels who are of seasonal nature, where the hotel closes for the low season period, and lets its staff go for the period, the reservations should still be processed at which time Reservations Services will be the best option for managing the inventory and reservations for the hotel.



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## Data entry supplemental

Clients are using this service, due to the limited amount of reservations or support local staff, in order to complete the bulk of the reservations entries from third parties who are using

### GETTING THE SERVICE

Once the enquiry is received by Beehive Hospitality's sales team, the hotel will receive a preliminary questionnaire which will establish a base line and requirements of the service. With that report, the hotel will receive their service agreement. Upon signature and completion of the perambulations of the contract, the service will require a month of preparation, followed by three months of a winding up. After that period the service will be in stage of Proof of Concept for further six months. Following the trial, past the second quarterly review call, the hotel will enter in one year, auto-renewal contract, whose fees are payable monthly.

To send your enquiry please email [services@beehive-hospitality.com](mailto:services@beehive-hospitality.com) or scan the QR code below:

