

## CASE STUDY: TROY HOTEL

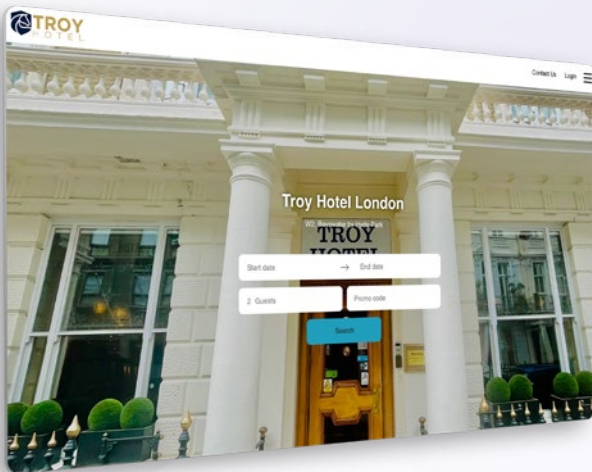
Enhancing Efficiency and Guest Experience at Troy Hotel with Elina



www.troyhotel.net

### Introduction

Troy Hotel, located next to Hyde Park in London, embarked on a transformative journey by adopting Elina Property Management System (PMS). The General Manager, Sami Kehili, describes the transition as the difference between "night and day" highlighting the significant positive impact the implementation has had on the hotel's operations and overall guest experience.



- Software
- Reservations Management / PMS
- Channel management
- Booking engine
- Online check-in kiosk
- Services
- Website
- Adwords
- Branding

**Time Saving: 66 Hours Saved Per Month!**

The switch to Elina PMS has streamlined Troy Hotel's operations, including:

- **Effortless Booking Processing:** Direct synchronization of bookings eliminates manual data entry, saving time and reducing the risk of errors saving 30 hours of work per month.
- **Automated Reports for Banking:** Elina PMS generates ready-to-use reports during banking activities, eliminating the need for manual report creation, saving 4 hours of work per month.
- **Efficient Booking Splitting:** The system excels in splitting bookings seamlessly, enhancing flexibility in managing reservations.
- **Pre-Allocation of Rooms:** Guests are pre-allocated rooms, contributing to a smoother check-in experience, improved guest satisfaction and saving time for staff deciding which room to allocate to the guest on the day of arrival. Overall saving 10 hours a month.
- **Control Over Room Distribution:** The ability to withhold rooms from OTAs allows for direct bookings, creating excitement and increasing revenue opportunities.
- **Rate Management Simplified:** Easy and fast bulk changes in rate management empower Troy Hotel to adapt swiftly to market dynamics. It's great to not get tab finger! Changing rates is now quicker, time saving 2 hours a month.

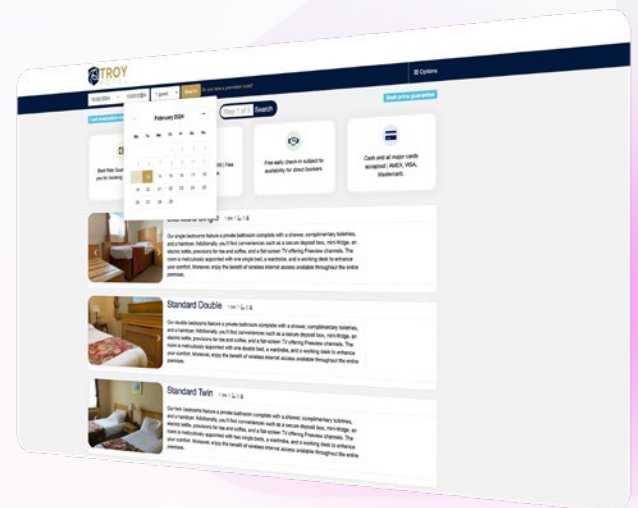
- **Dashboard Insights:** The dashboard provides actionable insights, aiding Sami as the General Manager in making informed decisions.
- **Performance Monitoring:** Elina's performance analytics make it easy to identify occupancy trends and make rate or restriction changes to respond to market fluctuations.
- **Global Search for Front Desk:** The front desk team efficiently uses the global search feature to locate bookings by name and arrival date. Just by making finding information quick, it has brought a time saving of 10 hours a month.
- **Merge Guest Records:** The ability to merge guest records streamlines guest information management, ensuring a cohesive guest profile.
- **No Night Audit Required:** We no longer need to do night audits, which is one less job. The data is real-time in elina, plus bookings can be edited, so the removal of this has freed up time for night staff to be more proactive in checking guest requirements in the system and preparing, again improving guest experience. Time saving 10 hours a month. of arrival.

Overall, in operations we have saved over 66 hours of work per month. This has freed up time from our team, to spend on being more proactive and providing better guest service. Also, reducing time spent on mundane tasks makes staff happier! .

## Five Times More Direct Bookings!

Troy Hotel has experienced a positive impact on its online presence and direct bookings. We get 500% more direct bookings since switching to elina, and we understand that our conversion rate on our website is 3%, so if we can grow our website traffic, we can now be confident we will grow our direct bookings further. This certainty has helped us believe we can succeed in direct bookings.

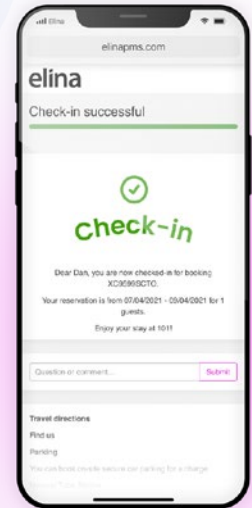
Sami, the GM, on their new website and branding; "The design of our new website, is clean and all the important information is there for guests and prospective guests. Our new branding, created by elina, has 'Ferrari vibes', which we love. The new logo has been well-received, contributing to a sophisticated and modern image."



## Digital Check-In Improved Guest Experience!

Troy Hotel recently integrated Elina's digital check-in feature, ushering in a new era of efficiency and guest experience:

- **Elimination of Paper:** Digital check-in minimizes reliance on paperwork, aligning the hotel with contemporary practices.
- **Enhanced Guest Experience:** The ability to collect guest information facilitates personalised experiences, contributing to heightened guest satisfaction.
- **Faster Check-In Process:** The streamlined check-in process accelerates guest arrivals, reducing wait times and enhancing overall operational efficiency.
- **Flexibility and Control:** The system allows for skipping steps when necessary, providing the hotel staff with greater control over the check-in process.



### Summary

In conclusion, Elina PMS has proven to be a game-changer for Troy Hotel, optimizing operations, elevating the hotel's brand image, and enhancing the overall guest experience. The integration of digital check-in further positions Troy Hotel at the forefront of hospitality technology, embracing the future with efficiency and guest-centric solutions.

### Sami, the GM:

"Whilst at Troy Hotel we are not using all features in elina, we find the ease of use a 9/10 day-to-day. The time saving per month of over 50 hours of manual work has been a breath of fresh air, and through the new website, branding and digital check-in we have really modernised the hotels 'feel' for guests."



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