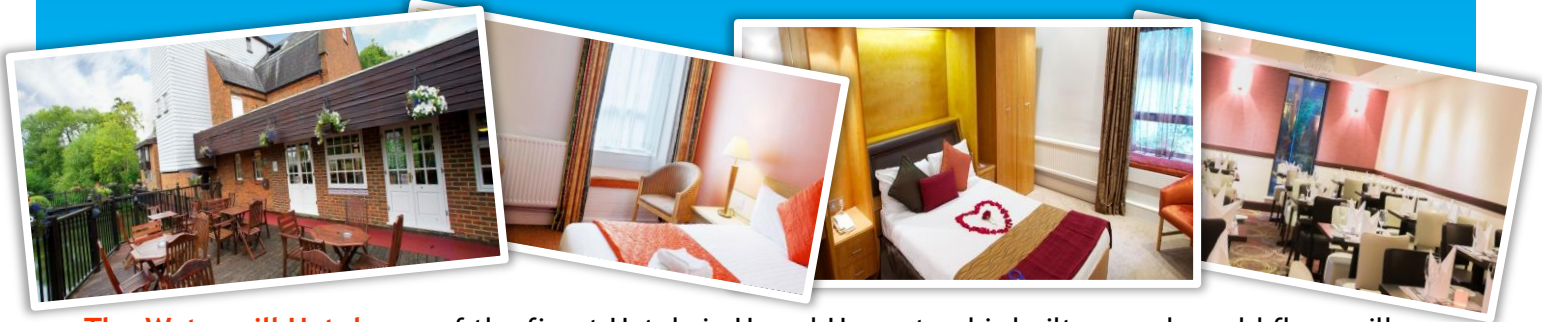




Case Study

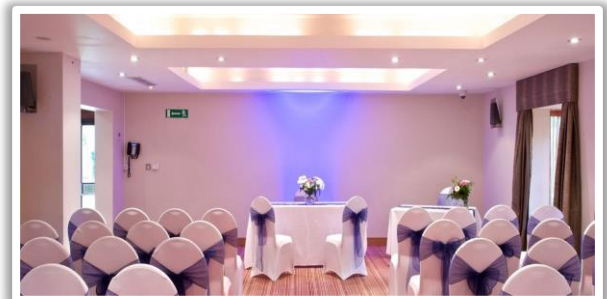
The Watermill - Hertfordshire



The Watermill Hotel, one of the finest Hotels in Hemel Hempstead is built around an old flour mill and offers excellent accommodations in Hemel Hempstead with a panoramic view of river Bulbourne threading through the property. Experience a serene, old world retreat from the bustling city life in the picturesque modern hotel.

About

The Watermill is a 71-room hotel built with views of the River Bulbourne located in Hemel Hempstead, Hertfordshire. Just 20 minutes by train from London, the hotel is frequented by business travelers and holidaying families alike and is also idea for large coach tours and wedding parties.



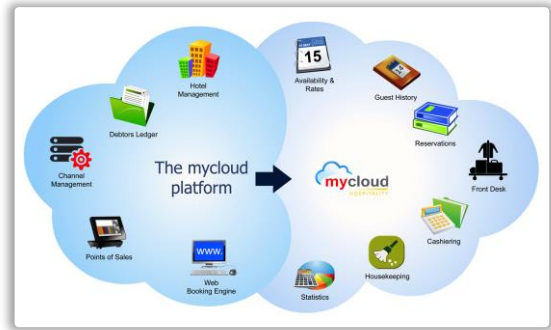
Challenge

With 50-60% of bookings coming from third party websites, technology was vital for the hotel to ensure optimised occupancy rates and revenues. The small six-member team also needed to have the best guest service management tool at its fingertips to support the smooth running of the establishment at all times.

When the price of their previous PMS system suddenly increased, the hotel's senior management was determined to find a cost effective yet reliable alternative with the following features:

- Easy integration
- Automation
- Meaningful analytics

After successfully trailing mycloud PMS, POS and E-distribution solutions in August 2016, the Watermill Hotel was confident that they found what they were looking for and signed up for the Premium plan.



Approach

The mycloud team initially spoke to senior management and presented the system and its features, however the management team wanted the people who would be using the system every day to take the decision.

The mycloud team spoke to users and understood all operations that they were handling manually. After configuration was done the system was handed over to users for a one month trial. Users wanted to try the system by themselves and did not require training, so the mycloud team provided them with online tutorials and FAQ links. During this month users interacted with mycloud's online support desk and at end of the month they were ready to switch to a live system.

The mycloud team worked closely with users and the management team and switched the old system to mycloud in two phases to ensure both customers and users did not feel any pressure. The PMS was taken live first while the mycloud team and hotel management configured the POS, social media, marketing and e-distribution aspects before setting the complete system live.

Results

Following support through the initial set up phase, The Watermill Hotel adopted mycloud's PMS, POS and E-distribution solutions to ensure a good occupancy rate, and improve and optimise room rates to get the best possible revenue.

The hotel is very happy with the mycloud hospitality solution, which the team relies on every day as it is allowing them to make "undoubtedly better-informed business decisions". The Hotel Manager continues, "We recognise mycloud as an excellent partner and as a result of our robust cooperation, we have since recommended them to the other four hotels within our group."



Quote

"mycloud PMS is a supremely efficient tool which is proving itself invaluable for our hotels. The feature we love most is the seamless integration with TripAdvisor, which our rely on for a sizeable chunk of their business. Immediately after a guest checks out, TripAdvisor automatically generates an email inviting them to leave a review. This means that hotel teams can focus on giving guests the best possible service rather than sending individual follow up emails.

We expected to have a few issues transitioning from the old system. However, the mycloud support team is second to none. Their product knowledge and responsiveness in answering our initial queries, ensured that the transition process ran quickly and efficiently."

Sandeep Chawla
Hotel Manager
The Watermill - Hertfordshire

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