Case Study

XVA Art Hotel - Dubai

Xva Art Hotel-Dubai is the center of Dubai is one of the City's best-kept secrets. Condé Nast Traveler featured it as their no.1 place "not to miss", while Wallpaper's Dubai City Guide included XVA as *the* boutique hotel in which to stay whilst visiting Dubai, and the Qantas In-fight magazine included it in their "10 reasons to visit Dubai" list.

About

The hotel is located in the heart of the Al Fahidi Historical Neighborhood, the oldest community in Dubai.

Renowned for its Persian architectural heritage, maze-like alleyways and proximity to the Creek, Al Fahidi is viewed as one of the most important heritage sites in Dubai.

The hotel's public areas consist of three tranquil, air-conditioned, tree-shaded courtyards that provide quiet corners for poets, artists and visitors alike. Many of the works on display, including those by resident artist, Halim Al Karim, provide an insight into the art of the Middle East for which XVA Gallery is well known.

Challenge

XVA, was using an excel based system and mainly depended on human resources to manage guests

and day-to-day operations. Management was having a serious problem in understanding guest needs and connecting with guests as their manual system did not provide any data for decision making.

The hotel chain was in expansion mode and realized that they could not manage operations manually, but being a heritage property they wanted technology that is not only green but also allowed them to centrally manage other regional properties. The system had to offer them unique features where they could forecast revenues and also engage actively with their guests and monitor social media. As they were expanding they wanted inbuilt marketing tools to ensure guests were informed and updated regularly.

The hotel decided to install a PMS and started looking out for suitable software. After considering and trialing a lot of systems, they selected mycloud because it was a completely green solution that was easy to use and cloud based.

During an initial month's trial, the hotel's management team wanted to be sure that the software delivered on its promises. They used this as an opportunity for the operational and management teams to push the system to max and try every conceivable option to ensure it was the right solution for them.

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

Once the hotel had decided to go live, the mycloud team engaged extensively with hotel users in customizing each module as per the hotel's needs. mycloud lets hotel configure every feature and option along with building custom MIS.

PMS, e-distribution, social media listening, marketing to manage campaigns were all connected. To ensure the hotel was completely green on technology, all communication and paper formats were digitalized so email could be used. The hotel now has all the essential reports needed to make informed decisions, and management can control the processes of all of the Group's properties from anywhere.

As required by hotel management, adopting mycloud was divided into two parts:

Team:

Having struggled with the old system, they were happy with mycloud as almost every process was automated. Eg: making quick reservations, sending confirmation letters, printing reservation cards, printing invoices, thank you letters, guest comments and reviews via TripAdvisor etc were all simplified. After they connected with Channel Manager all they had to do was allocate rooms to confirmed reservations. The team now has more time to actually interact with guests and provide better service.

Management:

The mycloud system is being continuously updated to enhance to enhance whatever management requires. It also provides features which only big enterprise solutions offer. The hotel's feedback is that their operations are better, revenues have improved and they have more happy guests and hotel users.

Quote

"XVA has worked with mycloud for almost a year and a half and during this time I feel we have achieved at lot. We have shifted from our old obsolete system to mycloud which is ever evolving. I am able to attract and improve revenues because of complete automation and integrated e-distribution. The system is able to create accurate forecasts which result is us being able to better manage guest expectations. I strongly recommend mycloud to hotels that work across different platforms and multiple locations. The team at mycloud Hospitality is very professional and expert in their field. They also have strong business ethics and truly care for their clients. Their customer support team is one of the best I have worked with. As a client I truly feel mycloud is an extension of my team, and predict that they will grow in leaps and bounds because of its customer support".

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