

Stamford smartens up with OPERA Business Intelligence



STAMFORD
HOTELS · AND · RESORTS

Stamford Hotels and Resorts

www.stamford.com.au

No. of Rooms

2,000+ rooms across 8 hotels



With eight hotels all owned by Stamford Land Corporation Ltd (formerly known as the Hai Sun Hup Group Ltd), Stamford Hotels and Resorts is the largest owner/operator of premium hotels in Australia and New Zealand.

Stamford's unique portfolio of landmark and luxury hotels features over 2,000 rooms and employs over 2,200 people.

One of those people is Stamford's Hotel Systems Manager, Mahesh Kunwar, who is responsible for any decisions about the Group's Hotel systems and strategy.

Mr Kunwar has been with Stamford for two years in the current position. He says that while Stamford's relationship with MICROS dates back to 2004, they only started using OPERA Business Intelligence in July 2011 – mainly to help them deal with the volume of reporting.

"As a large hotel group, Stamford does a lot of reporting," Mr Kunwar says. "For example, each salesperson might report to their manager on a weekly or fortnightly basis. That manager will report monthly to a General Manager, and each month/quarter the GM reports to the head office."

Mr Kunwar says that Stamford's upgrade from OPERA version 3 to version 5 provided an opportunity for them to address the inefficiencies in the way their reporting was done.

After weighing up a number of alternatives, Stamford chose to trial OPERA Business Intelligence at their two Adelaide hotels in mid-2011.

"We found the MICROS software easy to use, and the integration with the OPERA PMS meant that the information in the two systems was matching consistently. That accuracy was extremely important to us."

Following the successful trial, Stamford has since implemented OPERA Business intelligence at seven of their hotels, with all eight hotels expected to be on board by 2012.

Giving the salesforce more time to sell

Mr Kunwar believes the biggest advantage of OPERA Business Intelligence is the reduction in the time it takes the sales team to run reports.

"Previously our salespeople could spend up to 15 hours a week just doing reports. And if it was a major quarterly review, they might spend even longer making sure all their figures are 100% correct"

"Now they can access information they know is accurate in a fraction of the time – so they've got more time to focus on selling."

"The OPERA BI system is allowing us to slice and dice our data, and look at the detail behind the figures... One customer may take less rooms but repeatedly give us more ancillary revenue, so that customer might actually be more profitable."

Mahesh Kunwar, Hotel Systems Manager, Stamford Hotels and Resorts



Gaining new and valuable insights

As well as standardising everyday reports, OPERA Business Intelligence allows Stamford to access and manipulate a wider variety of customer data.

Mr Kunwar says this is helping the hotels get a clearer view of where their profit is coming from, and in turn make smarter decisions about the types of customers they are targeting.

"The OPERA BI system is allowing us to slice and dice our data, and look at the detail behind the figures," he says.

"For example, in the past we may have looked at who our top 50 accounts are in terms of room sales. But room sales might not always be important as total revenue generated from those rooms. One customer may take less rooms but repeatedly give us more ancillary revenue, so that customer might actually be more profitable."

Mr Kunwar gives another example where two companies show up on a standard report as both having bought 10 rooms in a month.

"One of those businesses might have come in as a group of 10 for one night. The other might have been 10 individuals on different nights. A simple report might not pick up those different behaviours, but it's useful for us to know."

Setting up standard and non-standard reports

OPERA Business Intelligence allows Stamford to produce reports that can be accessed across the whole Group. Mr Kumar says this improves the consistency of reports, and streamlines the management of multiple locations.

"We know that most of our salespeople have similar reporting needs – top 50 accounts by revenue, top 50 agents, best-performing markets etc – so I worked with our MICROS representative to create standard reports to meet those needs."

"Once they're created at an enterprise level, we can then make that report accessible to whoever has the appropriate level of authority. There's only one database so there's no need to copy anything across."

While it's in the early stages of implementation, Mr Kunwar says the sales team is responding well to the speed and accuracy of the new reports. He believes they also see the potential of the technology to go even further.

"I'm already starting to get a number of requests for additional reports," he says. "When they can see how the system works, they want more."

Rather than just create every report requested of him, Mr Kunwar will speak to the person making the request and find out what they're trying to achieve.

"If it's a good idea I'll not only create the report for one hotel, I'll make it available to the whole Group."

Helping users help themselves

Under the next phase of the implementation, users will be trained on how they can create and run their own reports in MICROS Business Intelligence.

In the meantime, Mr Kunwar says the system is already giving the salesforce greater knowledge of their customers.

"If a customer calls asking questions about their account, our salesperson can get fast and easy access to that customer's statistics to give them a quick response."

"Ultimately that means they've got more time to do what they do best – servicing customers and selling rooms."

To find out how OPERA Business Intelligence could benefit your property, please visit micros.com.au/hotels

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