**RubiCube**

# Hospitality Analytics to Boost
# **Sales Team Performance**



A Case Study by
**CI Global and RubiCube**

# Executive **Summary**

A group of hotels with multiple locations encountered challenges in revenue generation, sales team performance, and marketing efficiency. The management team struggled to consolidate reports from various properties, leading to increased manual efforts, incorrect data, and delayed decision-making. The use of disparate on-premise property management systems (PMS) hindered the ability to gain a comprehensive view of property performance. This manual process was time-consuming, prone to errors, and inefficient for decision-making.

## Goals

To integrate hospitality analytics solutions

To achieve revenue goals and improve operational efficiency

## Challenges

Manual consolidation of reports from different properties.

Lack of real-time data accessibility for management.

Limited insights into business sources and market segments.

Inefficient sales performance analytics and marketing efforts.

## Solution

CI Global's team proposed implementing hospitality analytics to address these challenges. By leveraging analytics tools, the client could automate report consolidation, gain deeper insights into revenue sources, and enhance the sales team's performance.
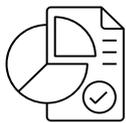
## Implementation

### CI Global's team

- Assisted in setting up the analytics system.
- Provided user support (6 weeks) for a smooth transition.
- Collaborated with the client to understand their specific requirements.
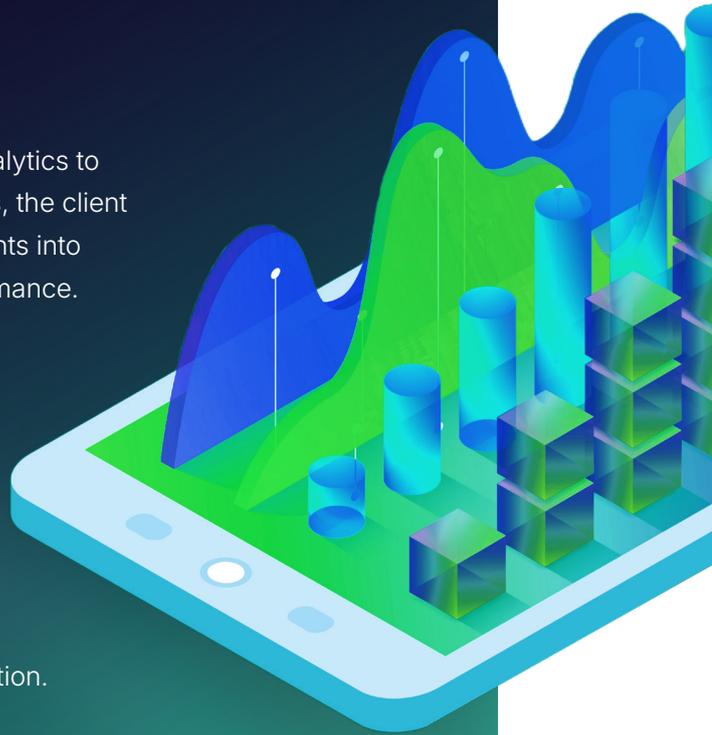
## Key **Features** and **Benefits**

### Automated Report Consolidation

Instead of manual efforts, the system automatically consolidated reports from different properties, saving time and reducing errors.

### Contribution Analysis

Analyzing revenue contribution from room revenue, food and beverage, and minor operating divisions helped in better decision-making.

### Business Source Identification

The system identified booking sources, such as online travel agencies, regular travel agencies, and walk-ins, enabling targeted marketing efforts.
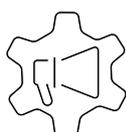
### Segment Analysis

Understanding market segments allowed for tailored marketing campaigns and strategic planning.

### Improved Sales Targeting

By providing the sales team with a targeted lead list based on past revenue sources and potential opportunities, sales efforts became more focused and effective.

### Customized Marketing Campaigns

Feedback from customers, including likes and dislikes, was used to create unique marketing campaigns.

# Results

Effective revenue management practices can lead to a 10% increase in revenue per available room (RevPAR) for hotels. This statistic demonstrates the tangible benefits that data-driven insight have brought to hotel revenue improvement efforts.

- Improved revenue generation through targeted sales efforts.
- Enhanced efficiency in report consolidation and decision-making.
- Better understanding of market segments and business sources.
- Increased user adoption and satisfaction with the analytics system.

# Leveraging Hospitality Analytics for Enhanced Revenue and Operational Efficiency

By implementing hospitality analytics, the group of hotels improved revenue generation, streamlined operations, and enhanced the sales team's performance. **CI Global's** support and expertise were instrumental in achieving these outcomes, demonstrating the value of data-driven insights in the hospitality industry.

## About CI Global

Since 1998, CI Global has been empowering businesses by providing comprehensive technology solutions, including ERP systems, product development, cloud transformation, and mobile app development. Our experienced team is dedicated to driving innovation, ensuring smooth transitions, and delivering projects on time. Whether you're modernizing your infrastructure or developing new software, we help you stay ahead in a rapidly evolving tech landscape.

| 25+ years of software product engineering | 1500+ product releases | 350+ customers across the world |
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## About RubiCube

RubiCube is a versatile data analytics platform that seamlessly integrates with your existing systems like CRM, POS, and ERP, providing real-time insights and automating processes to resolve business complexities. With RubiCube, businesses can enhance decision-making, predict trends, and drive growth across industries.