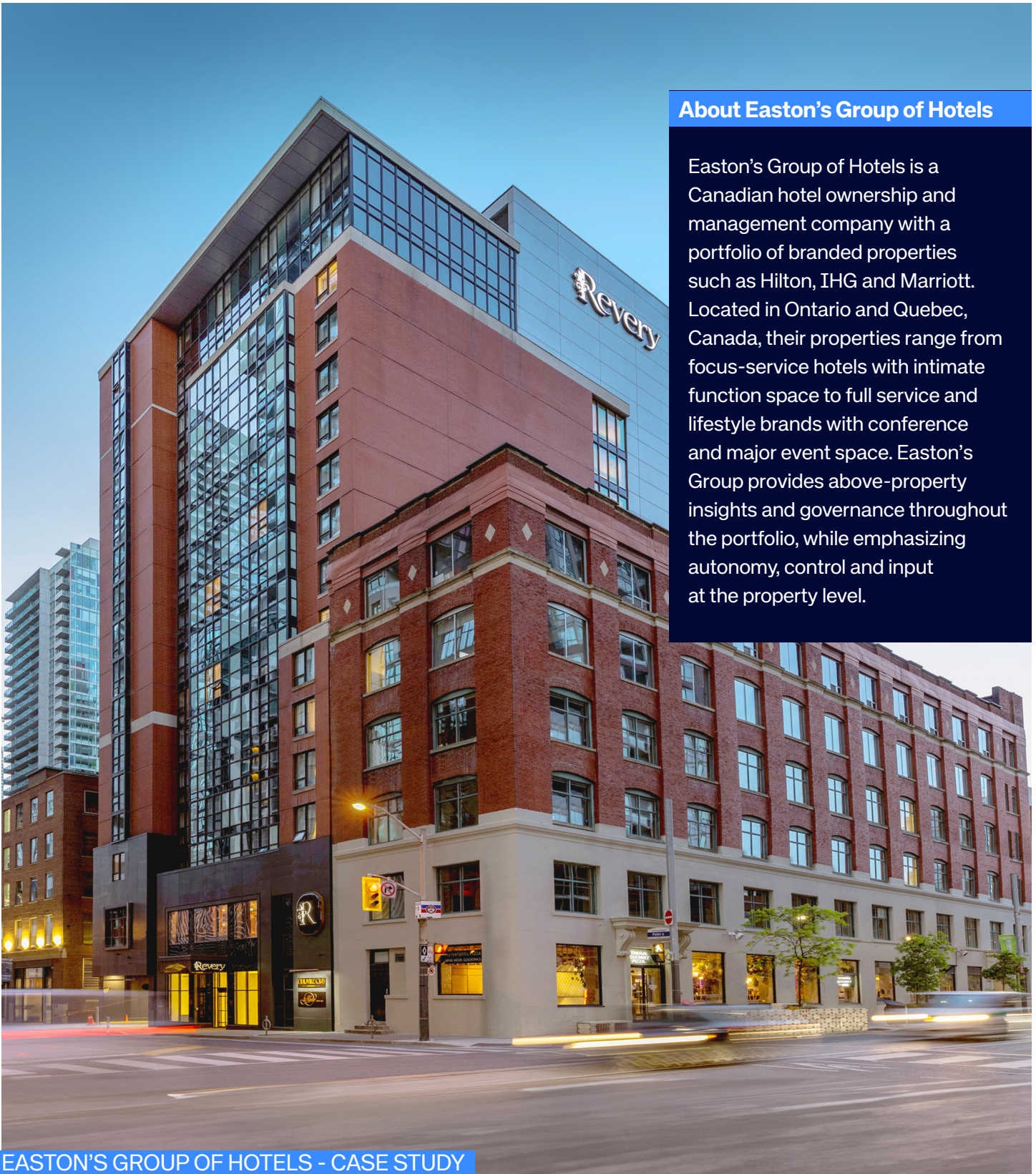




EASTON'S GROUP OF HOTELS

| amadeus



### About Easton's Group of Hotels

Easton's Group of Hotels is a Canadian hotel ownership and management company with a portfolio of branded properties such as Hilton, IHG and Marriott. Located in Ontario and Quebec, Canada, their properties range from focus-service hotels with intimate function space to full service and lifestyle brands with conference and major event space. Easton's Group provides above-property insights and governance throughout the portfolio, while emphasizing autonomy, control and input at the property level.

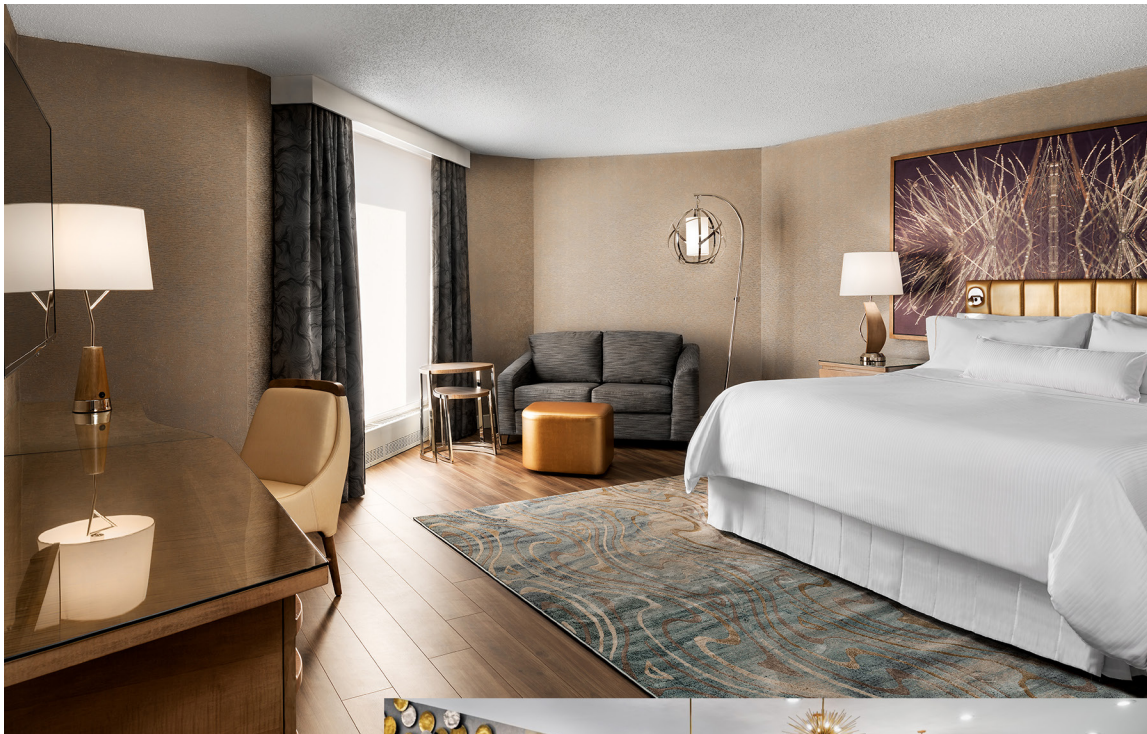
### EASTON'S GROUP OF HOTELS - CASE STUDY



## Why Amadeus' Delphi Solution?

With a property portfolio that spans multiple brands and includes hotels with and without function space, Easton's Group was looking for a flexible software solution to support their operations across all property types. Additionally, Easton's Group needed an intuitive solution that their staff could use with minimal training and without slowing down operations.

Delphi fits these criteria while also providing a cloudnative solution integrated with their other technology solutions. Ultimately, Easton's Group deployed Delphi to 50 plus users across thirteen properties.



Having access to the system on our phones is very important. It means that **our sales team can book business on the spot without losing momentum.**

**Alexis Edgar**

Vice President, Sales & Marketing  
Easton's Group of Hotels



## The Impact

After deploying Delphi, Easton's Group found benefits through improved reporting, more efficient sales operations, and new levels of customer relationship data.

- **Reporting:** Delphi automatically rolls up reporting data from each property into a consolidated view across the portfolio, saving time at both the property and the corporate level. Not only does this equip Easton's Group with increased visibility into their operational data, but it allows them to view data on demand and answer questions in realtime as well.
- **Sales Efficiency:** With cloud and mobile functionality, the sales team can confidently quote and close business on the spot. Delphi also acts as a single source of truth for live inventory updates, eliminating the need to crosscheck multiple systems for price and availability. Easton's Group estimates that this alone saves a sales person 20 minutes for every booking.
- **Expanded Customer Relationships:** The ability to quickly capture and access customer details means that everyone at the property now has customer information at their fingertips. Whether it's wine preferences, birth days, or allergies, every member of the Easton's Group team has the right information at the right time to create enticing packages or to deliver a memorable guest experience.

By adopting Delphi at most of our properties, Easton's Group has been able to standardize the training and coaching of our sales force, enabling consistent lead processing and response. Delphi's merge template feature enhances efficiency across the board. We encourage our sales force to fully utilize the system, which has notably increased our capacity to handle above-property leads."

**Sarah Moniz Diaz**  
Executive Director of Sales  
Easton's Group of Hotels



To learn more about how **Delphi** can **improve profits and customer satisfaction**, click [here](#)!