

## Easton's Group of Hotels

### Case Study

#### About Easton's Group of Hotels

Easton's Group of Hotels is a Canadian hotel management company with a portfolio of branded properties such as Hilton, IHG, and Marriott/Starwood. Located in Ontario and Quebec, Canada, their properties range from guestroom-only hotels to properties with function space for major events. Easton's Group provides above-property insights and governance throughout the portfolio while emphasizing autonomy and control at the property level.

#### Why Amadeus Sales & Event Management – Standard?

Easton's Group previously managed their properties with hotel SalesPro. But as that product was being retired, Easton's Group began searching for a new software solution to meet their needs.

With a property portfolio that spans multiple brands and includes hotels with and without function space – Easton's Group was looking for a flexible 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.

Amadeus Sales & Event Management – Standard fit these criteria while also providing a cloud-native solution integrated with their other technology solutions. Ultimately, Easton's Group deployed Amadeus Sales & Event Management – Standard to 30 users and across eight 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 Amadeus Sales & Event Management – Standard, Easton's Group found benefits through improved reporting, more efficient sales operations, and unlocking new levels of customer relationship data.

- **Reporting:** Amadeus Sales & Event Management – Standard 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 allows them to view data on-demand and answer questions in real-time as well.
- **Sales Efficiency:** With cloud and mobile functionality, the sales team can confidently quote and close business on the spot. Amadeus Sales & Event Management – Standard also acts as a single source of truth for live inventory updates, eliminating the need to cross-check multiple systems for price and availability. Easton's Group estimates that this alone saves a salesperson 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, birthdays, 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.



Amadeus allows us to provide a more personalized experience through the accessibility of customer data. Previously many customer or prospect details were stuck in a salesperson's head. Now anyone can access the information and we can act on it more efficiently. When you do that, it shows customers that the entire property cares about their experience.



– Tiffany Gilmore  
Director, Sales & Marketing  
Easton's Group of Hotels

## Let's shape the future of hospitality

Amadeus is a technology innovator that connects the entire travel ecosystem at every stage of the journey. Amadeus offers the hospitality industry solutions for reservations, sales and catering, property management and operations, all focused on a better end-to-end experience for guests, employees, managers, owners and partners.

Find out more

For further information, visit [amadeus-hospitality.com](https://amadeus-hospitality.com) or speak to your Amadeus Account Manager today.

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