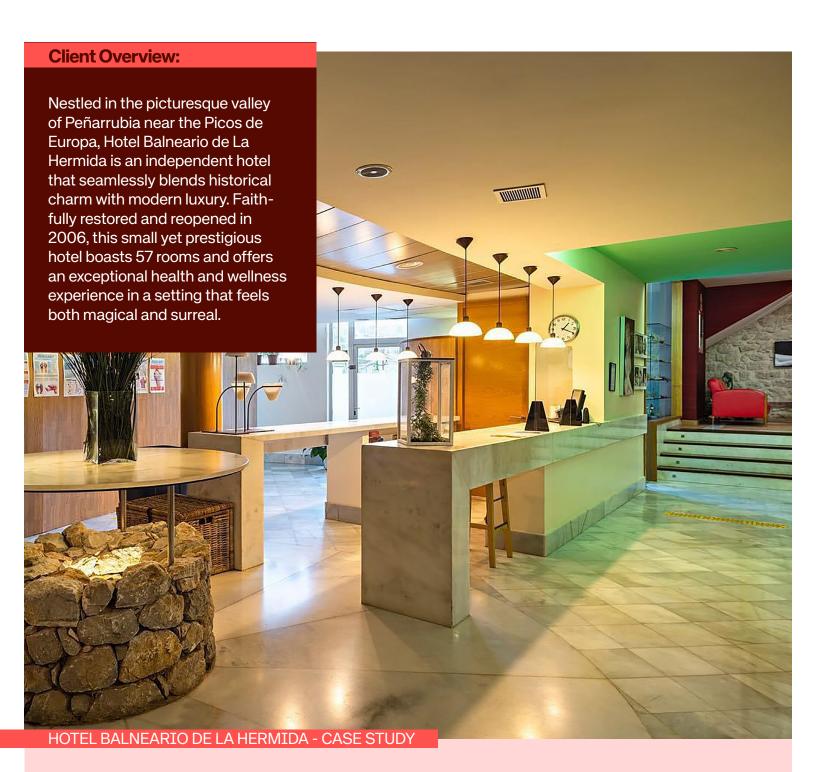
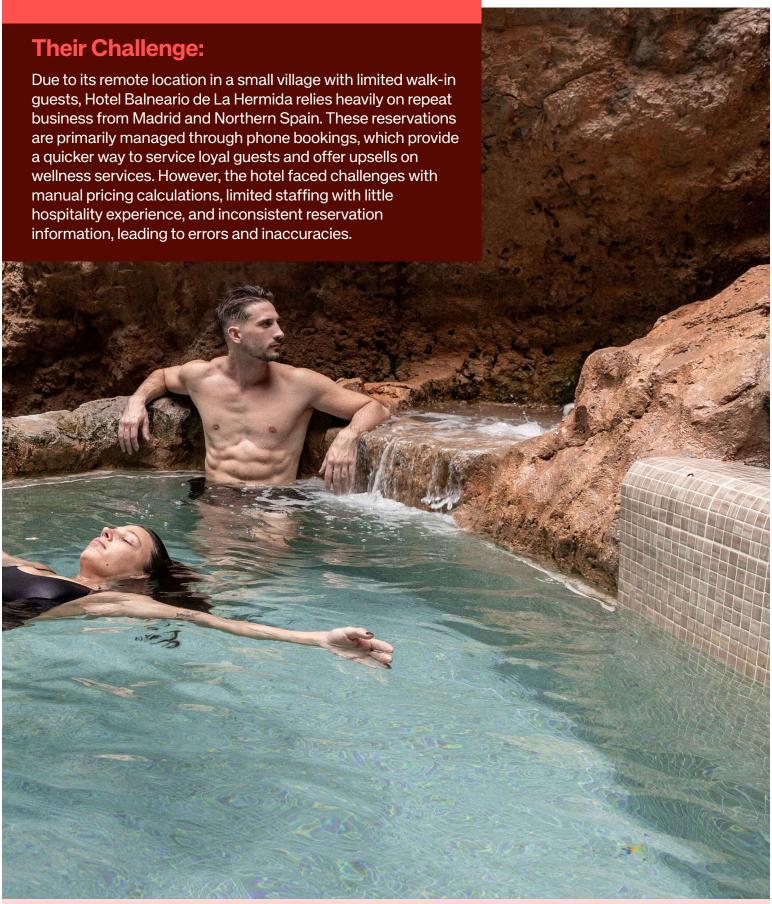


## iHotelier® Elevates Revenue and Guest Experience at Hotel Balneario de La Hermida









## **Our Solution:**

To streamline operations and address these challenges, the reception team turned to Amadeus' iHotelier® Call Center application. This solution helped centralize information, improve accuracy, and enhance customer service, all with a minimal learning curve. The intuitive interface of Amadeus' iHotelier Call Center enabled the team to expedite bookings effortlessly and access real-time availability, rates and inventory directly from the iHotelier system.



## After implementing the iHotelier Call Center, Hotel Balneario de La Hermida experienced several key benefits, including:

**Centralized and structured information:** Provided reliable information for pricing, dates, and room availability, doing away with manual calculations and errors.

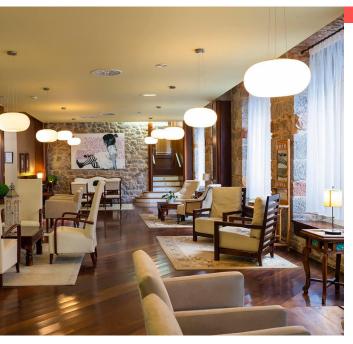
**Ease-of-use:** The solution was quick to implement, including ample support and self-service learning tools to help the team adapt rapidly.

**Improved efficiency and productivity:** Streamlined management of the reservation process, saving time and enabling quicker service over the phone.

**Elevated guest experience:** Ensured guests received the best prices and offers on wellness services and upsells, including spa treatments for couples.

**Confidence in bookings:** Increased assurance and confidence across the reception team with an indispensable tool that complements the iHotelier Booking Engine for reliable and consistent information.





## The Results:

The hotel generated nearly \$500K in Call Center revenue by leveraging the iHotelier Call Center application, marking a 437% increase over the previous year. This significant revenue boost highlights the effectiveness of the iHotelier Call Center as a crucial direct booking channel for the hotel.







By leveraging Amadeus' iHotelier® Call Center and Booking Engine, we have successfully increased our direct bookings and balanced the percentage of reservations across all distribution channels. This has significantly reduced our dependency on OTAs and their associated intermediation costs. Additionally, by offering value-added services such as treatments and other enhancements, we have seen a substantial increase in our total revenue last summer.

Alberto Rentero,
Director, Hotel Balneario
de La Hermida

