

# Hospitality Case Study

## Customer

A major hotel and hospitality provider that offers premier shows, exciting live concerts and conference facilities.

## Solution

Bamboo Cricket Inbound Email Management Solution

## Overview

Featuring a beautiful resort, numerous shows and live concerts, award winning restaurants and an exciting night life, this hospitality provider is one of the well-known destinations in Las Vegas.

Millions of customers from around the world book accommodations at the various properties held by this hospitality provider each year.

## Business need

From dining, shopping, and entertainment, to spa, wedding, and conference bookings, this hospitality provider is constantly communicating with customers interested in using their facilities. Ensuring any email inquiries and questions received are promptly answered will directly translate into additional revenue for the company.

## Solution

The hospitality provider utilized Bamboo Cricket's inbound email management solution in full service mode. Supported by a team of Bamboo Cricket staff using the Bamboo Cricket application, Bamboo Cricket helped the hospitality provider efficiently sort the emails into appropriate categories, and quickly zeroed

in on processing emails that required manual intervention using a reply matrix approved by the hospitality provider at the start of the engagement.

## Benefits

During one month, for one of their properties, there were 199 challenge responses and 421 change of email address requests. By processing these emails, 620 contacts were preserved. With an estimated value per name of \$70 for this hospitality provider, they saved \$43,400 they otherwise would lost.

## Case Study

Based in Las Vegas, this company is one of the world's leading hospitality providers. This \$7 billion hospitality provider owns various properties, and provides various services such as dining, shopping, live entertainment, casino, spa, wedding and conference facilities. It has millions of visitors each year from all around the world.

## Introducing software

The hospitality provider wants to provide the best customer service possible to its millions of visitors each year. The company understands that customers are its main source of revenue and they need to make sure they are highly satisfied to ensure they will book return visits.

The hospitality provider wanted an off-the-shelf inbound email management solution to help them achieve the customer service goal. Bamboo Cricket was able to provide both the technology and the human resources to facilitate the hospitality provider's needs. At the start of the engagement, Bamboo Cricket

created an environment for the hospitality provider, and performed a FREE 7-day test by having the hospitality provider re-route all of its inbound emails to Bamboo Cricket. At the end of this 7-day test, Bamboo Cricket provided the hospitality provider with a report that outlined the different categories of inbound email that were coming in, and the associated statistics. The report also showed the hospitality provider that 464 customer service emails came in, which would have been left unanswered if the inbound emails were not processed.

The results of the test validated the importance of processing the inbound emails, and Bamboo Cricket was able to work with the hospitality provider to create a Reply Matrix that provided instructions on how each unsubscribe, change of address, challenge response, and customer service scenario should be handled.

Once the Reply Matrix was finalized, Bamboo Cricket assigned a team of well trained staff to start processing the hospitality provider's inbound emails.

### Preserving customers

Bamboo Cricket helped the hospitality provider preserve its customers in two ways:

1. When the change of email address and challenge response emails were processed, it allowed the hospitality provider to continue communicating with the customers even when their addresses changed in their personal or professional lives. It also meant the hospitality provider would not need to spend \$70 to re-acquire each of these customers.
2. By being able to weed through all the less priority emails such as out of office notifications, staff can quickly zero in on the more critical emails such as customer service items that require more urgent attention.

More prompt replies means higher customer satisfaction levels, and more future bookings.

### Converting inquiries into dollars

Many of the responses indicated that they would like to book a hotel room and/or shows for their vacations. Processing these replies positively contributed to the company's bottom line immediately. If the emails were not processed, those potential bookings would have been lost. The loss in revenue can be significant if you take into account multi-night hotel rates as well as show tickets. By simply processing these inbound emails, the hospitality provider ensures that its operation is running efficiently to gain maximum revenue.

### About Bamboo Cricket

Bamboo Cricket's focus is to provide e-service solutions that empower large and small businesses to capitalize on client engagement.

We combine robust technology with easy-to-use feature sets to empower companies to provide chat and inbound email handling. We are an innovative service provider that helps you complete the communication circle with your customers.

### Contact us today for a FREE 7-day test.

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