

Hospitality: Bewley's Hotel Group



Bewley's Hotel use SMS to communicate with guests and increase loyalty

Bewley's Hotel Group uses Saadian's Business2Mobile to help them communicate with customers in a timely and cost effective manner.

Customer:

Bewley's Hotels were established in 1996 and now has hotels in Ireland and across the United Kingdom. Bewley's Hotels offer quality and value for money for both the corporate and leisure guest in relaxed and informal surroundings.

Bewley's Hotel Group Specific Business Requirements:

Bewley's Hotel core philosophy is to use technology to minimise routine or repetitive tasks. They were looking for an effective means of communicating with customers. They wanted to confirm provisional bookings and advise regular customers of special offers and availability at a fraction of the time, labour and cost associated with traditional means of communication.

Chosen Solution/Service:

Bewley's Hotels selected Business2Mobile, which allows them to send personalised text messages to their customers. Bewley's uses the service to confirm bookings and general reservation information and as a marketing tool for regular guests.

Specific Benefits:

Bewley's now have a very efficient way to communicate with their customers and tell them about special events e.g. keeping regular customers informed of availability of rooms at peak times such as rugby internationals. This in turn helps to increase occupancy rates and builds customer loyalty.

About Saadian Technologies:

Saadian Technologies provide innovative Mobile Business Applications for enterprise level organisations.

For further information please contact Saadian on +353 1 676 1130 or sales@saadian.com or visit us on www.saadian.com.

Customer Profile

Bewley's Hotel's operate hotels in Ireland and across the United Kingdom.

Business Requirements

An effective means of communication with customers was required to minimise routine and repetitive tasks.

Solution

Bewley's Hotels use Business2Mobile to confirm bookings, advise availability and as a marketing tool.

Software and Services

Bewley's selected Saadian's Business2Mobile mobile business application.

"SMS messaging is really effective for our guests. It is fast, simple and it works. We have already installed it in our two hotels in Dublin and intend to install it in our UK hotels next. In fact, they cannot wait for the service."

Clio O'Gara
General Manager
Bewley's Hotel, Ballsbridge