



Case Study:
Increase Efficiency,
Accelerate Sales &
Transform Maintenance



Candlewood Suites Wake Forest, North Carolina

Milan Patel, Owner

The 81-room Candlewood Suites Wake Forest in North Carolina is a #1-rated local hotel on TripAdvisor with 5-stars and a Certificate of Excellence. Owner Milan Patel was an early HelloShift adopter who continues to develop innovative ways to use HelloShift's flexible hotel workflow app. With HelloShift, Mr. Patel has experienced tremendous operational efficiencies while accelerating sales and transforming maintenance.

Increase Efficiency

When asked to describe the main difference he notices with HelloShift, Mr. Patel describes how HelloShift truly helps to improve communication. Because HelloShift is so easy to use, his team actually embraces it. They can't even imagine what life would be like if they were to return to the logbooks and spreadsheets of yesterday.

Mr. Patel drives HelloShift engagement by requiring that all tasks and logs happen in HelloShift and continually coaching his team in using the communication platform more effectively. By cultivating HelloShift in his hotel, Mr. Patel harvests incredible increases in operational efficiency, freeing up his time to focus on the big picture, not just details in one department at a time as emergencies arise. By monitoring and engaging with HelloShift, Mr. Patel can be confident that critical issues and ongoing responsibilities are addressed with less stress and effort than before. He is now able to run his hotel more freely than ever.

Accelerate Sales

Mr. Patel has used HelloShift to turn his entire Front Desk staff into an invincible sales support team and enhance the effectiveness of his Sales Manager. When any sales inquiry comes in it is quickly processed and tracked, optimizing conversions faster than ever before. Because all sales information is tracked through HelloShift, nothing slips through the cracks.



The Candlewood Suites Wake Forest uses several tags (or virtual logbooks) to track sales-related activity. With one click from a computer, tablet, or smartphone from any location, Mr. Patel's team can quickly review and contribute to:

#EverythingBook: Ongoing sales-related activity

#Leads: New sales inquiries

#Waitlist: This is especially helpful when existing guests want to extend their stay and the hotel is booked

Recently, Mr. Patel's Sales Manager left after 5 years with the hotel. The personnel transition went smoothly because all sales activity was live in HelloShift, not stored in staff memory, scribbled on post-its, or written on wayward pieces of paper. Rather than struggling with instability during the transition period, HelloShift has enabled multiple personnel from Mr. Patel's hotel to have multiple touchpoints with a prospect and ultimately book a major event.

Transform Maintenance

HelloShift has transformed maintenance operations at the the Candlewood Suites Wake Forest. Mr. Patel's team uses HelloShift to manage all hotel maintenance tasks from routine maintenance to urgent guest safety hazards and critical facility repairs.

HelloShift tasks replace paper-based work orders that would previously get misplaced and be hard to track. Stakeholders from the front desk to management and maintenance are all instantly up-to-date on the status of repairs. No deadlines are missed because tasks stay front of mind with the intuitive HelloShift interface. Whether front desk staff change a lightbulb, a contractor is brought in, or the maintenance team resolves an issue, all maintenance activity is tracked in HelloShift in real time with ease.

HelloShift Insights

HelloShift works best with engaged operators who use HelloShift to take their hotels to the next level. Communication is front and center with HelloShift, making it easy and fun for hotel staff to operate better than ever before. Milan Patel is a best-in-class operator who continues to push the limits of HelloShift's flexible platform. Under his leadership the staff at the Candlewood Suites Wake Forest are using HelloShift to operate more efficiently, accelerate sales, and transform maintenance.



HelloShift is a hotel workflow app to connect every department and guests. Access online logbooks, work orders, and routine maintenance through one secure login using a web browser or phone. Communicate with guests through SMS text messaging from booking through hotel stay and beyond. Create better guest experiences through real-time visibility and communication across shifts, departments, and portfolio hotels.

Signup for a demo at www.HelloShift.com

HelloShift.com | 350 Townsend #730 | San Francisco, CA 94107 | (415) 801-3994

©2016 HelloShift, Inc. All Rights Reserved.