



helloshift™

Hotel Collaboration Platform

Case Study

How a premier management company used HelloShift to transform hotel sales



Pranav Patel

Co-Founder & VP Operations
TNJ Management

TNJ Management is a progressive hotel management company with eight portfolio hotels (IHG, Hilton, and Wyndham) in four Southwestern states. As VP of Operations, Pranav Patel uses innovative technology like HelloShift to oversee operations for \$95 million in assets. HelloShift Sales CRM is built for how hotels operate -- it adds the front desk to the sales team and uses collaboration to turn a sale into guest success.

Supercharge Hotel Sales and Guest Success

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HelloShift.com | (415) 801-3994 | info@helloshift.com

Quick Onboarding

Pranav says, “HelloShift is extremely easy-to-use. After one portfolio-wide launch meeting, each member of our sales team was able to get in and start using HelloShift on their own.” Within one week of the launch meeting, each member of the TNJ team was up-to-speed in HelloShift and transferred all their old sales data from spreadsheets and handwritten notes to HelloShift

“It was really amazing how instantaneously our sales team became proficient in HelloShift - I’ve used many hotel sales CRM platforms. They tend to be very complex and intimidating, and are thus underutilized” Pranav added. HelloShift CEO Sudheer Thakur says, “Most hotel software focuses too much on the number of features and not enough on usability. We have created incredibly usable, self-training software that supports effective collaboration among all hotel employees, whether they are technophiles or technophobes.”

Front Desk Joins Sales

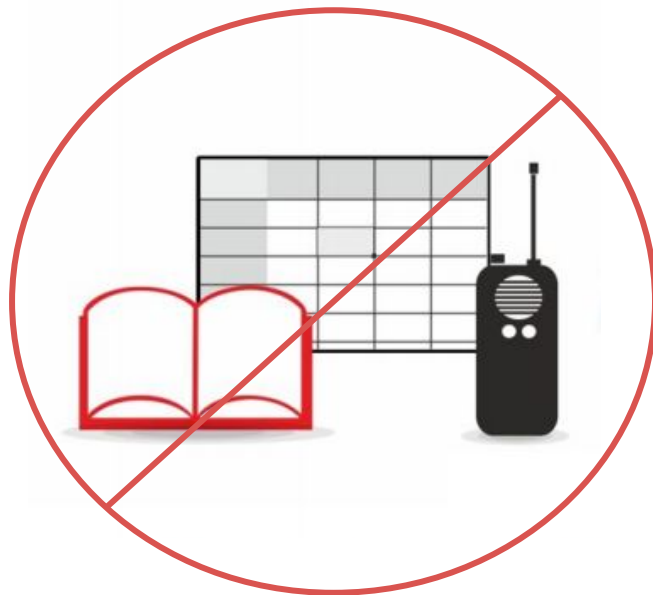
The front desk is the communication hub of the hotel. They talk with guests on the phone and in-person everyday, and the front desk encounters many sales opportunities that would slip away without a simple system in place. For instance, the front desk might field a call from a guest asking if the hotel has a special rate with a company or have a visitor in the lobby ask if the hotel supports events. In the past, these opportunities would be missed. “HelloShift Sales CRM is unique. It helps the front desk quickly add leads,” Pranav says.

In a recent meeting with the IHG National Sales and Marketing Specialist, Pranav was asked how his front desk captures leads. He was able to offer TNJ’s robust solution to this industry-wide problem using HelloShift. The front desk already has HelloShift open at their computers because the whole hotel uses HelloShift for collaboration across shifts and departments. With one click the front desk can fill out basic contact information, capturing leads that would have formerly been lost.

Teamwork & Accountability

Hotel sales is a team effort. HelloShift is not priced on a per user basis, encouraging portfolio-wide participation and collaboration. Because the entire TNJ portfolio uses HelloShift, TNJ is able to bring a new level of teamwork, accountability, and consistency to the sales process. HelloShift provides an integrated view into sales activity across all portfolio hotels. TNJ can quickly identify opportunities where management can support sales. Pranav adds, “We are now able to include meaningful sales projections in our regular revenue management meetings, creating more informed rate strategies.”

The value of collaboration extends beyond getting more leads, closing more deals and making smarter revenue management decisions. Sales no longer has to wait on hold with the front desk or rely on post-it notes and memory to ensure guest success. Instead, sales can create tasks for the front desk, engineering, and housekeeping that flow directly into each team’s workflow at the right time. At any moment sales can loop in management for support. The sales team immediately receives notifications when guest issues emerge, along with verification of guest success.



HelloShift is a Revolutionary Approach

It enlists every hotel employee to drive sales and ensure guest success. With HelloShift, TNJ has transitioned from spreadsheets and paper to the cloud. Teams at TNJ portfolio hotels work with the main office in a hub-and-spoke model from lead qualification through contract approval. And meaningful reports illuminate the sales cycle. With HelloShift, sales and guest success is everybody’s job.

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