Case Study

BYD Lofts

BYD Lofts Boutique Hotel & Serviced Apartments is the most preferred hotel in Phuket, winning TripAdvisor's "Traveler's choice award" every year starting 2013 till date.

About

BYD Lofts Boutique Hotel & Serviced Apartments, designed to deliver a high standard of service to address the needs of its guests, is just 200 metres from the world famous Patong Beach.

Centrally located in a peaceful, secluded oasis close to the tourist hub of exciting Patong, the 'entertainment capital' of beautiful Phuket Island, the hotel stands out in the competitive hospitality market of Phuket,.

BYD Lofts is well known for the most spacious rooms – their serviced apartments at the heart of Patong Beach have rooms ranging from 65 to 160 sqm with equally spacious private terraces (from 12 – 16 sqm).

These luxury oversized apartments were built not just for sleeping in but for enjoying life in Patong being close to convenience stores, restaurants, bars, the shopping area and entertainment venues.
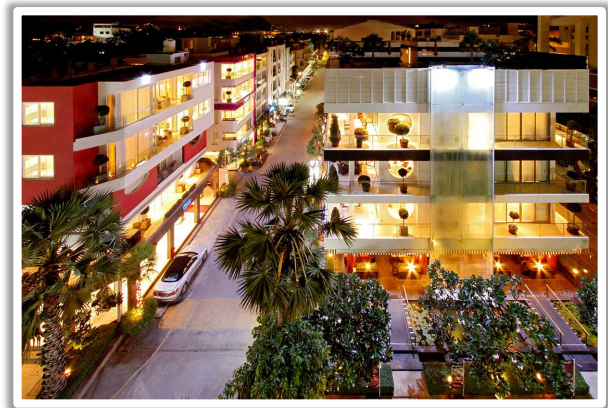
Property View

Challenge

The hotel takes great pride in offering world class living spaces and services. With a diversified customer base, the hotel is heavily dependant on technology to ensure their occupancy and revenues are optimized and that their staff have the best tools to manage guest services. Management was very keen to run operations on an automated solution ensuring there was no revenue loss and they also wanted to get meaningful MIS and analytics to build strategies to continuously improve the business.

The Hotel was using another cloud based hotel system but they soon realized that the software system they had chosen was missing key features and was weak in its analytics. This impacted on the team's productivity and management knew they were facing challenges terms of understanding their business and were therefore missing out on taking new decisions and following new strategies.

As one of the senior management team said "The hotel was experiencing business and reporting issues and the data produced by the current system was not reliable". On the other hand, having experienced the benefits of a cloud based system, the hotel was to find a reliable cloud based hotel platform that could be integrated, automated and offered meaningful and advanced features and analytics.
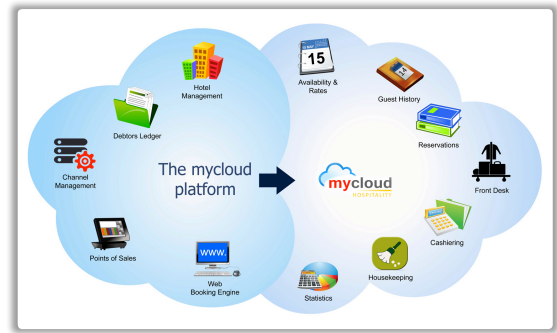
Approach

mycloud provides a integrated comprehensive hotel IT over cloud as SaaS, specifically developed for small & mid size hotels, property management companies and chains. mycloud is accessible via the Internet, so hotels do not have to install any software and don't need any additional hardware equipment apart from simple desktop with a browser. System not only manages operations but also provides enhanced features to improve productivity.

In addition, mycloud subscription model differs from traditional hospitality systems, it offers Capex free start and properties have choice of selecting subscription plans based on usage. With mycloud, hotels do not need IT staff and don't have to spend anything on maintenance.

mycloud team, worked closely with complete hotel team and spoke to users and management and understood all the requirements and how they were keen to use technology to automate certain functions and how senior management wanted analytics to be presented in a certain way.

After understanding all requirements, team decided to run both existing and our solution parallel to ensure there was no break in operations and also to ensure that system could be setup properly mapping each service on to system and also automating all the operations through our integrated platform and designing their analytics through our custom MIS tool.

The business results

After the initial account setup, both teams engaged extensively in customizing mycloud to suit, as it enables hotels to configure every feature and option along with building a customised MIS.

The hotel adopted the complete platform using distribution and revenue management to connect to various channels with multiple packages and rates to ensure a good occupancy rate and improve and optimize rates to get the best possible revenue.

The PMS was configured to work seamlessly with distribution, guest facing and back office services and the POS was configured to handle multiple restaurants and kitchens. mycloud's POS features have helped increase staff efficiency which has, in turn, resulted in increased sales.

Other departments were also automated and integrated with the financial solution thus providing an end to end hotel solution over the cloud.

The response from hotel management? "mycloud's hotel solution is hugely involved in all our daily operations." The hotel has seen an increase in productivity and enhanced accuracy in their numbers and data. The system has helped, as it is easy to use, needs less manual work and helps avoids mistakes. Management on the other hand is able to take better informed decisions as a result of the enhanced analytics.

Quote

"mycloud PMS runs at its best to ensure the smooth efficiency of our front office department; it also keeps an accurate track record of statistics for the management team in order to make vital decisions. In addition, its POS system helps enhance food and beverage sales.

We did have a few slight issues and confusion during the initial set-up stage. The support team, however, clearly had a good knowledge and demonstrated a huge willingness to assist. Any query from us seemed to produce a solution shortly afterwards.

A secret of our hotel's success is partly due to the great mycloud hospitality solution".

Alex Bressers
Managing Director

BYD Lofts Boutique Hotel & Serviced Apartments

Contact:

www.mycloudhospitality.com
sales@mycloudhospitality.com
+1-415-390-5039