

# The future of hotel management – save time and money with a cloud based Hotel Software

— GUIDE —



Is your hotel struggling to meet margins? You are not alone. In this guide we'll explain how you can use a cloud based Hotel Software to cut down on personnel costs, increase profit and stay ahead of competitors in an effortless way.

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## BETTER CONVERSION ON ONLINE BOOKINGS

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Many hotels find it challenging to manage expenses regarding staff and distribution. In these two areas, revenue isn't always high enough to make a profit. Distribution costs have become a bigger issue during the last years, going from covering 3-4 % to 15-20 %. The main reason for this is that the amount of online bookings has increased rapidly. We can particularly see that conversions through third parties such as Booking.com and Expedia have grown.

Even though this also means that the number of guests is higher than before, expensive commissions are making it hard to meet margins. In exchange for getting a reservation, third parties usually charge hotels with 15-20 % of the total price. To gain a higher profit from online bookings hotels need to focus on how they can optimize conversions through their own website, without a third party being involved.

A booking engine often comes with a cloud based Hotel Software. To increase conversion rates, the booking engine has a user-friendly interface and a design that is customized to fit the hotel. The actual booking process is also streamlined and doesn't take longer than a few clicks.

# INCREASED EFFICIENCY AND DECREASED PERSONNEL COSTS

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When used to its full potential, a cloud based PMS can save you money and at the same time improve guest experience. If you let the system handle things like automatized mailings, self check-in and internal communication, you can streamline most of your processes. It's not about getting rid of staff, but rather about using your available capacity and not hire more than you actually need. Also, when your employees aren't stuck behind a screen at the front desk, they can spend more time interacting with guests.







In times when you need to hire new staff, you will appreciate how easy a cloud based Hotel Software is to learn. With Nitesoft for example, new employees don't need to spend more than half a day getting educated about how the system works. They don't even need to be present at the hotel to take part in the learning process, doing it online works equally as good.

Many systems require new employees to attend a three days or more long course to learn all necessary functions, which can be both time-consuming and expensive. Easy to learn is also an important aspect for cloud based systems. So, avoid the products that are more complicated than necessary.

## FREE UPDATES AND NO NEED TO MAINTAIN SERVERS

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The license fee normally includes regular updates. If you for example were to use Nitesoft, the system would be continuously updated to the latest version – without any extra charges. Most legacy systems need to be updated with a new version every 2-4 years, not only costing the hotel extra money but also requiring employees to attend a course to learn the new version.

This can be inconvenient since there are usually many staff members working in the system – and all of them need to take a day off to attend the course. It's expensive and most of all, who is going to take care of the guests while half of the employees are away?

With a cloud based system there's no need for this. The system is typically easy enough to learn in a few hours, as well as any future updates. Free updates also let you stay ahead of competitors in an effortless way.

When you make the switch from an old PMS to a cloud based version, you get rid of your old servers and the expenses they come with. The hotel can also be more flexible when choosing a second system to integrate with the PMS, for example a system for up-selling or price management. A modern system is easier to integrate and will give you more options and possibly lower costs.





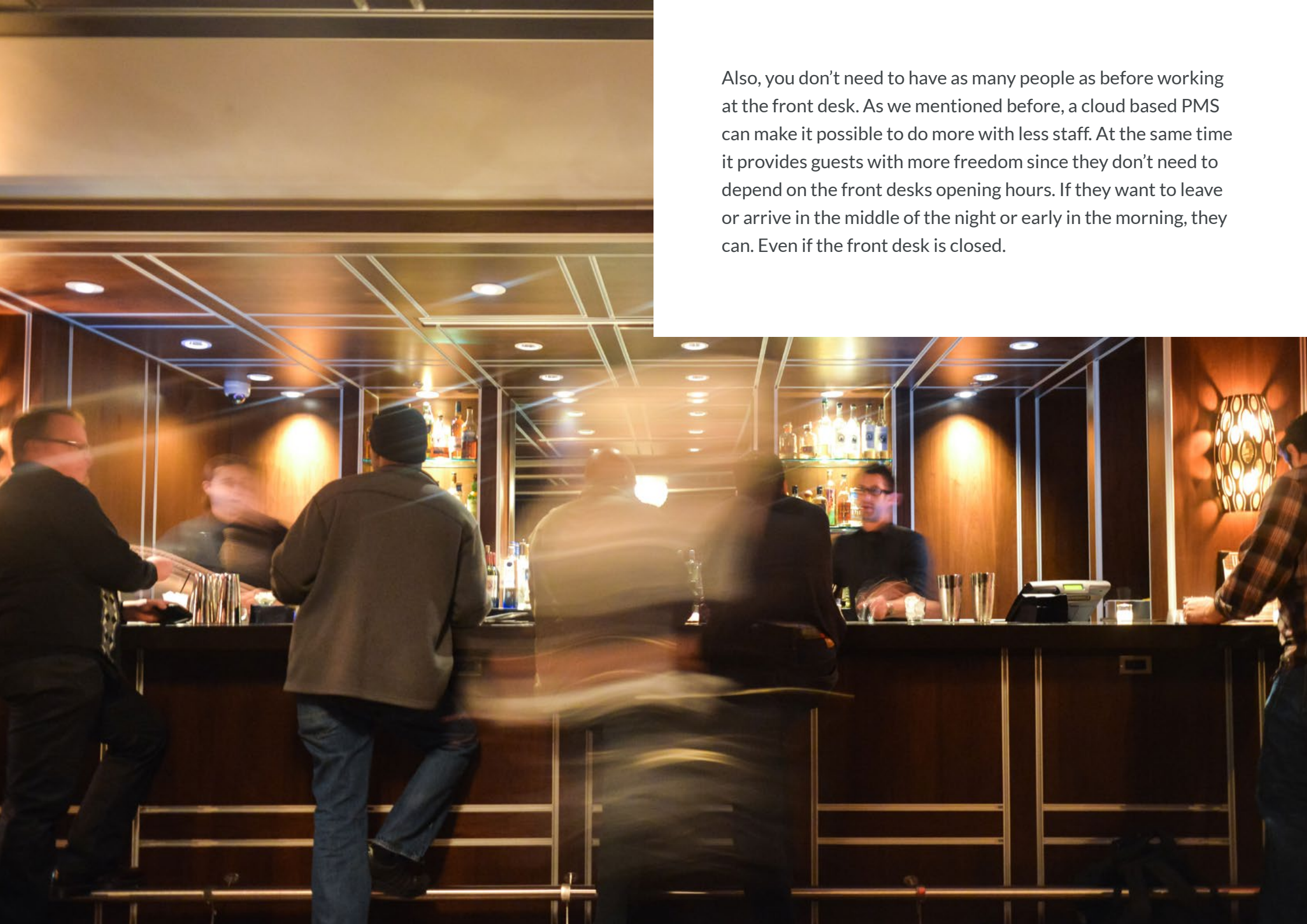
## BETTER EFFICIENCY AND HIGHER FLEXIBILITY WITH SELF CHECK IN

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A major time saver is to invest in a self check in. This gives the guests more flexibility and freedom since they are in charge of the check in process themselves. No need to stand in line or wait for a staff member at the front desk to do it for them. After making the reservation, the guest can choose to check in via a text message on the day of arrival, or through a touch screen at the hotel lobby. After being provided with a key code, the guest can access the room immediately.

The self check in process is very easy, consisting of just a few clicks. When the guest is checking out, the process is just a couple of clicks. This way, the staff is free to serve guests in other ways. They can greet them at the door instead of in front of a screen at the front desk, share a special offer from the restaurant or start a conversation about upcoming events happening nearby.

Also, you don't need to have as many people as before working at the front desk. As we mentioned before, a cloud based PMS can make it possible to do more with less staff. At the same time it provides guests with more freedom since they don't need to depend on the front desks opening hours. If they want to leave or arrive in the middle of the night or early in the morning, they can. Even if the front desk is closed.





# WHY YOU SAVE TIME AND MONEY WITH A CLOUD BASED HOTEL SOFTWARE:

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- You get better conversion rates with the user-friendly booking engine, more bookings equals increased profit
- An optional self check in kiosk reduce the number of staff you need at the front desk
- When you do hire staff, the PMS is easy to learn and you don't need to send new employees on an costly and time consuming training
- You don't need to worry about maintaining or paying for servers, just get rid of them
- All updates are included in the license fee

**Are you looking for an efficient way to approach guests with needed information and smart upselling?**

**In this blog post**, we'll explain how you can make automatization personal with a cloud based Hotel Software.

# NITESOFT SOLUTIONS

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## IN ONE MINUTE

Nitesoft is a leading cloud based management platform for hotels, hotel chains and serviced apartments geared for reservations on the Web, flexible payment methods, guest check in self service, and many other features the market trends require.

Nitesoft PMS is provided on a Software as a Service (SaaS) basis and comprises features and functions for improved level of automation and daily operations. Nitesoft has been designed in close partnership with leading hotels with high level of automated processes and at the forefront of hotel concepts. The platform is intuitive, built on the latest Microsoft technical platform, extendable and scalable and quick to set up to a new customer.



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