



CUSTOMER SUCCESS STORY

TREASURY ON COLLINS, MELBOURNE, AUSTRALIA

“Over the past 12 months, since using Guestfolio CRM, we’ve seen a massive shift in direct bookings; we’re paying less commission and in turn driving more return for the business. We’ve been consistently ranked in the top 5 of 162 hotels in Melbourne on TripAdvisor and this boost has not just improved our visibility on TripAdvisor, but also improved our direct booking message through guest reviews.”

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– Quynh Nguyen, Direct Marketing Specialist at Treasury on Collins, Melbourne, Australia

An apartment hotel steeped in heritage, Treasury Collins is in the heart of Melbourne’s city center. Ideal for both corporate and leisure travelers, Treasury on Collins is one of the few independent boutique hotels in Melbourne. Not tied to a chain, they are able to do things differently, borne from the freedom to make good ideas happen. The modern apartment-style suites are housed within a magnificent heritage listed building, which was once the Bank of Australasia, and located on the corner of Collins & Queen Streets, with all the best of Melbourne’s charm right outside the door.

THE CHALLENGE:

“My role was created to not only drive direct bookings but also to create a more personalized experience for guests” said Quynh Nguyen, Direct Marketing Specialist. “So the goal for me was to drive traffic to our site, encourage new customers to book direct and also see more direct bookings and retention from our guests. It was a big task, but I was eager to get going and see what solutions and technology we could use to help meet these objectives.”

At that time, the team at Treasury on Collins also struggled with too much data: “We had been looking for a long time to find a technology platform that would allow us to do what we needed to, to drive retention but also integrate with our PMS. Our data was all over the place and inaccessible for us to make the decisions and take action where we needed to” said Quynh Nguyen. “We also struggled with getting the message across to consumers – to try and make them understand what ‘booking direct’ actually meant. It was a real challenge.”

THE SOLUTION:

Quynh Nguyen explains, “we market ourselves as a boutique, apartment hotel, and one that provides a very personalized experience. Because of this, we do get a lot of repeat corporate and leisure guests that see us as a home away from home. This was a great position to be in when we implemented Cendyn’s Guestfolio CRM. Everything that we had learnt about our guests could now be tracked and stored within one database for us to learn from and act on.

Guestfolio CRM has encouraged us to work more with that data and use it in the right way. Over the past 12 months we’ve seen a massive shift in direct bookings; we’re paying less commission and in turn driving more return for the business.”

HOW THEY ACHIEVED SUCCESS ACROSS THE GUEST JOURNEY:

Quynh Nguyen explains how they use Guestfolio CRM at Treasury on Collins:

- **WITH GUESTFOLIO CRM WE WERE ABLE** to get up and running pretty quickly and very soon started implementing the tactics we needed to achieve our goals
- **WE SEND OUT PRE-ARRIVAL EMAILS** to our guests encouraging up-sell of amenities and facilities available at the hotel. For each email, we use segmentation that allows us to make personalized offers to our guests. We share details of what was included in their rate, which has more often than not, encouraged guests to spend more and make the most of their stay.
- **WE LINK THEM THROUGH TO A MOBILE CONCIERGE**, which allows them to purchase enhancements and use it as a source of information for dining and sightseeing ideas.
- **WE FOLLOW UP WITH EACH GUEST** after their stay with a post-stay survey. The survey responses are followed up by the team internally, so having it integrated into the platform with TripAdvisor reviews as well has made that incredibly easy. The guests love the personal touch.
- **WE ARE ABLE TO SEND NEWSLETTER CAMPAIGNS** through Guestfolio as well, which allow us to use our PMS data to segment and tailor all our email campaigns. Whether they are to guests encouraging them to book again in the future, or to those who have not yet stayed with us, we are able to reach them all. We measure conversion and see results immediately within the dashboard.



FAVORITE FEATURES:

INTEGRATION

“Having our data pull from our PMS into Guestfolio CRM has been life-changing. It has enabled us to learn more about every guest and ensure we’re sending them the right message each time.”

PERSONALIZATION

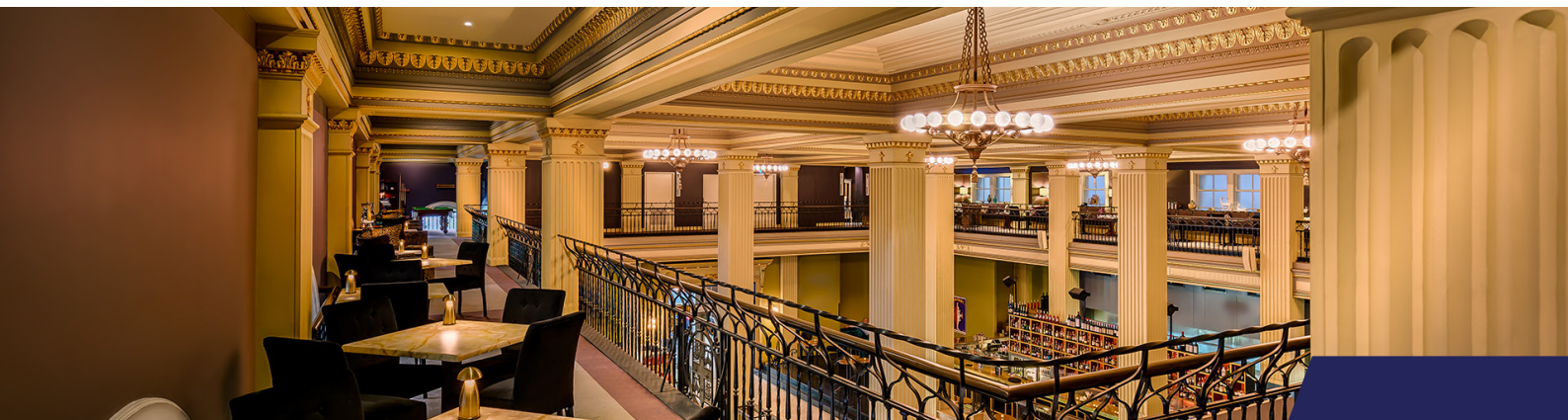
“Across all our communications we use dynamic information which allows us to personalize and automate based on the information provided. This is a big part of how we tailor our communications which is so popular with our guests.”

ON BRAND

“We are able to show off our branding and ensure all guests now have a great first digital impression of our property before they arrive. The Mobile Concierge has allowed us to extend the offering of our website and up-sell to guests before they step foot in the hotel.”

ROI

“Because of the cost of Guestfolio CRM and the difference we’ve seen to our engagement, the return on investment (ROI) has been incredible. It is a software platform truly made for a hotel business and has us in mind throughout.”



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