



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.”

– 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.”

