

CUSTOMER SUCCESS STORY:

White Lodging Services



White Lodging Services owns and/or operates over 160 hotels nationwide, representing the nation's largest brands and with properties at all price points.

Products Used:

[Passkey](#)

The Challenge

Winning the business of corporate meeting and event planners is central to White Lodging's long-term growth strategy. "The group segment represents just about 35% of our room revenue goals for our hotels each year," says Janice Zoeller, Senior Corporate Director of Revenue Generation. "Clearly with our group we know that we've got to get that right first in order for us to to really fill in the rest of the segments and make our budgets each year." The key to courting these planners? According to Zoeller, it's all comes down to superb customer service. "Customers want us to make it easy for them to do business with us. And if we are, they will reward us with their business." So it's Zoeller's job to seek out solutions that simplify the way planners and group guests do business with her hotels.

Goals:

- Simplify the group bookings process.
- Reduce FTEs spent managing group reservations.
- Increase upgrade and upsell opportunities.

10%+

Boost in incremental revenue on events

50%+

increase in online bookings

\$5 - \$10

Savings per reservation

The Solution: Passkey

White Lodging makes business easier for meeting and event planners by using Passkey to manage group bookings. “Planners love Passkey,” says Zoeller, “because it offers them the ability to go in and check their daily [room block] pick-up, so they’re reminded of cutoff dates. It’s becoming a tool for them to look for potential issues coming down the pipe. Really, it gives the planner a lot more control than they’ve had in the past.”

Cost Savings on Reservation Systems

White Lodging Services reduced its reliance on costly call centers to manage its group bookings by moving those bookings online with Passkey. “There’s actually a cost savings for our hotels,” says Zoeller, “because we’re switching people from calling an 800 number to going online and booking their own reservations.”

Looking Ahead

Building upon the success they’ve experienced with Passkey at their larger, full-service properties, White Lodging is expanding Passkey more broadly across their portfolio. “We’ve had enough success from the hotels that we had on [Passkey] for many years,” says Zoeller, when asked about the expansion, “We knew what the upsides would be... I expect that it will result in more profitable revenue for us.”

Sell More Room Upgrades

Whether it’s a room with a view or a suite, Passkey gives hotels an easy way to offer room upgrades to group guests as part of the online booking process. “Having that just on the shelf and available for that attendee to purchase is a great way to increase revenue,” says Zoeller.

Market Directly to your Group Guests

Passkey gives you a direct line of communication to your group guests, which you can leverage to increase revenues. Passkey make it easy for guests to get an upgrade extend their stay while booking their room. This is an especially attractive feature for hotels in locations known for their nightlife, says Zoeller. “Hotels can go in and make an offer for you to extend your stay through the weekend. Again, it’s a great way to capture some incremental revenue.”

“ *Watching [Passkey] grow and become a better product for customers intrigued us. So we made the decision to move thirteen additional hotels onto the platform, and we’re looking to add five more by the end of the year.*

– Janice Zoeller,

Senior Corporate Director of Revenue Generation, White Lodging Services

Discover how we can help you drive your hotel’s group business.

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