Optimizing Sales Revenue & Goal Performance for a Leading Luxury Hotel Chain

iGT
SOLUTIONS

Business Need

Analyze Revenue Goals: Business required in-depth analysis of revenue goals that are set for the sales team

Tracking Trend & Forecasting Revenue: Ability to track current revenue trends and likelihood of achieving the targets that need to be analyzed throughout the year

Avoid Manual Errors: Replace existing error prone (manual excel based) revenue reporting with automated & accurate dashboards with intuitive visuals

Corporate Hierarchy Based views: Sales Revenue insights needed to be analyzed based on hierarchies at Director, Sales Manager, Property Owner levels

Sales Target Distribution & Tracking: Conversion of Long term sales targets at monthly level for accurate tracking & optimal distribution amongst sales team

Client

The client is a leading chain of luxury hotels based out of China with luxury properties in 10 major cities.

Problem Statement

The client was lacking holistic view on Sales Revenues & goal performance due to data silos; existing process was error prone with lot of manual intervention. The downstream layers were unable to identify new sales opportunities to boost the revenue.

IGT's Approach/Solutions

Underlying the fundamental objective of sales revenue performance measurement and optimization, IGT came up with a consultative solution approach which includes:

- Gathering requirements from end-users and suggest best possible stories and BI dashboard wireframes to uncover true business insights

- Understand current data stores, data structure & relationships to deduce its utility for fulfillment of business requirements

- Consulted on the best possible automated manner to capture goals instead of current manuals excel based data captures

- Developed precision crafted dashboard targeting sales revenue performance optimization tailored to the needs of business to uncover the areas of improvement for achieving sales revenue goals

- Providing a holistic picture of the revenue performance of properties as well as performance of sales executives to senior leadership

- Dashboard to provide centralized view of overall sales revenue goals & achievements

Benefits

- Direct consumption of sales goals into dashboards from variety of sources for 100 + Sales Executives

- 10 Dashboards with complete understanding of goals and achievements performance of a Sales Owner

- Hierarchical and holistic views of revenue performance vis a vis goals

- Compare & understand revenue from multiple segments, profiles, owners, resort & market codes

- Comparative sales manager performance analysis to director of sales and CXOs

Key Insights

- With our insights, customer can visualize multiple KPI trends with flexibility to choose from important KPIs like RevPAR, RevPOR, ADR/ARR, Occupancy Percentage, No. of Bookings, No. of Nights

- Targeted Vs actual sales comparison for various travel agents & companies across multiple market codes & account types

- YTD & MTD achievements of sales executives in local and global accounts

- Top over performers & underperformers with various filter options like sales rep code, market code, resort code, account code & account name