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5 Hotel CRS Challenges

And How Amadeus Lets Chains Sleep Tight

The processes and tools required to provide guests with a good night's sleep often keep hotel managers awake — especially in today's complex hospitality market.

Elevating the guest experience and capturing market share are increasingly difficult, particularly as guest behaviors continue to evolve. They're more connected, more tech savvy, and more informed. They also crave experiential travel that's tailored to their personal preferences and needs. But managing multiple disparate systems — many of which duplicate effort and data — can cause even the sturdiest of hotel professionals to become restless.

At Amadeus, we understand. And we can help.

[Read this guide to see how Amadeus is addressing some of the top causes of management insomnia, so you can sleep as well as your guests.](#)

[Amadeus Central Reservations System](#) (CRS) centralizes control of availability, rates, and inventory across all properties and effortlessly distributes it across global distribution systems (GDS), internet booking engines (IBE), online travel agencies (OTA), and meta channels. And with one centralized database to manage, hotel chains can save time and effort and rest assured that availability, rates, and inventory are 100% accurate, 100% of the time.

INSOMNIA CAUSE 1

Technology changes as fast as it's developed. I feel like we need to be more agile in order to stay competitive.

Rest Easy: Future-proof your hotel operations with Amadeus CRS.

Our cloud-native system is built on airline-grade technology, with the flexibility and scalability necessary to support even the largest brands and their data requirements. Our Ultra-High Availability Architecture delivers 99.9% reliability and ensures a shopping engine that provides an exceptionally high degree of reliability and fast response times. What's more, our API-first approach allows you to integrate specialized functions from an à la carte menu of capabilities — such as sales and catering, housekeeping, point of sale, business intelligence, and revenue management — to create a seamless, data-rich CRS.

INSOMNIA CAUSE 2

My data lives in multiple systems (reservations, property management, room management, and more), and it's negatively impacting our revenue potential.

Rest Easy: Amadeus CRS can centralize data and make it actionable for more informed business decisions.

We deliver a single database for all systems to leverage, eliminating data duplication and fragmentation and inventory synchronization problems. This allows you to accurately push out your inventory to distribution channels, while eliminating synchronization issues with rates, reservations, profiles, restrictions, policies, and payments.



INSOMNIA CAUSE 3

I feel like I can't give my guests the unique, personalized experiences they crave. I feel like we're missing out on opportunities to differentiate against our competitors.

Rest Easy: Understand your guests with Amadeus CRS.

Each guest touchpoint — in POS, housekeeping, customer reservation, property management, and more — is recorded into a single, centralized guest profile. With a detailed view of each visitor, employees can deliver on-the-spot delights, customer offers, intelligent programmatic marketing campaigns, and so much more. For example, when Mrs. Smith is welcomed back to your hotel and is informed that all food service employees are aware of her son's tree nut allergy, extra pillows and a crib for her daughter are waiting in her room, and she is eligible for a discount on a return visit to the spa, you're well on the path to locking in Mrs. Smith as a guest for life.

“The golden rule of service is anticipating a customer's need before they are aware they need it. It should be so simple for a hotel to recognize that I am arriving late due to a delayed flight and that I am likely to turn up in a foul mood. They should proactively offer me something to address this and win my loyalty.”

STEVEN RUBIN,

EVP OF OPERATIONS AT LODGIQ
AND ADJUNCT PROFESSOR OF
REVENUE MANAGEMENT AT NYU

INSOMNIA CAUSE 4

We already have too many systems to manage and train staff on. Plus, these systems require staff to enter data numerous times, and migrating to something new would be a nightmare.

Rest Easy: Simplify the system management landscape with Amadeus CRS.

Our solution is built on plug-ins, so you can attach and detach modules — like housekeeping, sales, and catering, etc. — into the CRS when and where needed. It's a hassle-free process that results in a single platform with centralized data and comprehensive guest profiles. With our API-first approach, you'll enjoy greater centralized control for many functions, elimination of duplicative effort, less staff training, and the ability for your hotels to partner with and introduce new technologies at speed.

INSOMNIA CAUSE 5

I need to attract more guests, but selling by room type for a standard price isn't cutting it anymore. We need a better way to stand out in today's increasingly complex distribution and shopping ecosystem.

"Travelers are being a lot more choosy. Thanks to technology, they can get what they want. It goes beyond booking as well; guests can be constantly in touch to ensure their stay with you is going to have everything they want."

ANKUR BHATIA,
CTO, HOSTMAKER

Rest Easy: Empower guests to build their own hotel experience with Amadeus CRS.

Our solution allows hotels to implement attribute-based selling. Guests can choose their room type as usual, and then add preferred in-room attributes (high floor, ocean view, yoga mat, smart speaker, etc.) as well as non-room attributes (spa visit, breakfast service, dinner package, etc.). This unbundling of amenities creates a truly disruptive approach to selling, allowing hotels to be competitive from a value standpoint — not just cost — while providing greater personalization for guests and increased revenue opportunities for hotels.

Learn more about Amadeus CRS and how you can enjoy a good night's sleep — just like your guests.

www.amadeus-hospitality.com/central-reservations-system-software/crs

Amadeus is a technology innovator that connects the entire travel ecosystem at every stage of the journey. Amadeus offers the hospitality industry solutions for reservations, sales and catering, property management and operations, all focused on a better end-to-end experience for guests, employees, managers, owners and partners. Find out more at www.amadeus-hospitality.com.

Let's shape the future of hospitality.

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