CASE STUDIES

Contents

Valamar Riviera

Valamar Riviera is a leading tourism company that operates hotels, resorts, and camping resorts along the Adriatic coast – in Istria, on the islands of Hvar, Krk and Rab, in Makarska and in Dubrovnik. Valamar is one of the largest investors in tourism with over 4 billion HRK invested in the development and improvement of its portfolio. The acquisition of Valamar Obertauern Hotel in Austria in 2018 represents an important step in expanding Valamar's portfolio internationally. Valamar operates about 12 percent of the total categorized accommodation in Croatia and can welcome about 57,000 guests daily in its 34 hotels and resorts and 15 camping resorts.

Valamar has implemented InSky Solutions' ContactInSky business solution based on the Microsoft Dynamics 365 platform designed and tailored to the needs of the Valamar Reservation Center. Further improvements were

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Customer
Valamar Riviera d.d.
Website: https://valamar-riviera.com/en/home/
Country: Croatia
Industry: Tourism
Customer size: Large (more than 500 employees)

Customer profile
Valamar Riviera d.d. was founded in 2005 and is one of the leading hotel chains in Croatia.

Software and services
Dynamics 365 for Sales
Dynamics 365 for Team Members
Artificial Intelligence
ContactInSky
LoyaltyInSky
TourismInSky

made with the implementation of TourismInSky solution bundle what fundamentally changed business processes for Valamar. The solution was additionally upgraded and enhanced with additional functionalities which are being used by the Collection Department. On top of all, Power BI module was implemented to track huge amount of data through advanced reporting and dashboards.

Within the first few days, the results were obvious, and the return on investment was secured. Valamar was also awarded the Best Contact Center Award in Croatia by Contact Center Academy which is organized by Radilica. Furthermore, Valamar also automated all processes in Individual sales and Collection department, which in return bolstered the overall organization and enabled increased efficiency. Furthermore, Power BI enabled advanced reporting and monitoring of all activities in contact center, and Follow-up functionality increased sales, and prioritization of emails was made possible by Artificial Intelligence. Lastly, with integrations with other systems, Valamar finally has all necessary information in one place and is in position to manage those in the best way possible.

Customer
Valamar Riviera d.d.
Website: https://valamar-riviera.com/en/home/
Country: Croatia
Industry: Tourism
Customer size: Large (more than 500 employees)

Customer profile
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Software and services
Dynamics 365 for Sales
Dynamics 365 for Team Members
Artificial Intelligence
ContactInSky
LoyaltyInSky
TourismInSky

"TourismInSky solution makes our guests and employees happy!"

Vesna Otočan,
Reservation Center Manager,
Valamar

"TourismInSky solution makes our guests and employees happy! InSky understands our needs and creates solutions according to specific requirements. TourismInSky solution is based on Microsoft tools and platforms that are key elements of successful business philosophy in modern organizations, which we really are and strive to be. InSky is really living the CRM philosophy! We have successfully implemented various projects and are still working on new ones. InSky's professional attitude, skilled technical staff and excellent support make our relationship a very fruitful one and will not hesitate to recommend them."- said Vesna Otočan, Reservation Center Manager at Valamar.

TourismInSky in the reservation center

By applying the TourismInSky solution in the Valamar reservation center, not only the constant growth of a tourist giant like Valamar has been enabled, but profitability has also increased, the number of agents has grown to over a hundred and remote working at the time of the pandemic was not questionable. The sales channel headed by a contact center accounts for over 70% of total sales.

On days when the contact center is at its peak, with over 10,000 e-mails a day, thousands of phone calls, and inquiries, the TourismInSky solution enables top priority and merging of inquiries or guests who sent it with the best possible agent at that time and in that way with the best possible answer and offer. All this in four different languages for different products, services, and promotions that Valamar offers.

Automatization of all processes, Power BI, Follow-up functionality, and AI

"Valamar is truly one of the best examples of how InSky's implemented solutions have affected their business and overall workflow. The award for the best contact center in Croatia is excellent proof of that. It is also worth mentioning the fact that the share of direct sales has increased exponentially with the application of TourismInSky. In addition, all processes in the individual sales and billing department are automated, and Power BI has been introduced, which in turn has enabled Valamar to provide advanced reporting and monitoring of all activities in the contact center.

We are proud of our work and achievements with the leading company not only in Croatia but also beyond, and Valamar itself is an excellent example of how InSky solutions help our customers achieve further sustainable growth and maintain their leadership position. "- shared Filip Nola, Partner Sales Manager in InSky Solutions.

VALAMAR
HOTELS & RESORTS

Customer
Valamar Riviera d.d.
Website: https://valamar-riviera.com/en/home/
Country: Croatia
Industry: Tourism
Customer size: Large (more than 500 employees)

Customer profile
Valamar Riviera d.d. was founded in 2005 and is one of the leading hotel chains in Croatia.

Software and services
Dynamics 365 for Sales
Dynamics 365 for Team Members
Artificial Intelligence
ContactInSky
LoyaltyInSky
TourismInSky

Maistra Hospitality Group

Maistra is part of the Adris Group and is one of the leading tourism companies in Croatia. Within the group there are twenty hotels, eight tourist resorts, and six camps in Rovinj, Vrsar, Dubrovnik and Zagreb with a total accommodation capacity of more than 35,000 beds. In previous years, Maistra grew in all business parameters, with HRK 1.14 billion in revenue and 3.5 million overnight stays, which represents more than 4% of the total number of overnight stays in Croatia, and almost 14% of the total number of overnight stays in Istria itself. This is the result of a long-term investment cycle worth HRK 4 billion, which places Maistra's hotels at the very top of the premium segment. The beginning of 2018 was marked by the purchase of shares and the strategic partnership of the Adris Group with HUP Zagreb. This transaction set Maistra on track to become the largest national tourism company positioned in three

Customer
Maistra d.d.
Website:
https://www.maistra.com/
Country: Croatia
Industry: Tourism
Customer size: Large (more than 500 employees)

Customer profile
Maistra is part of the Adris Group and is one of the leading tourism companies in Croatia. It manages ten hotels, eight tourist villages, and six campsites in Rovinj and Vrsar.

Software and services
Dynamics 365 for Sales
Dynamics 365 for Team Members
TourismInSky
ContactInSky
Groups&AllotmentsInSky
BI Advanced Reporting
IntegrationInSky

growing and internationally recognized destinations - Rovinj, Dubrovnik and Zagreb.

Maistra's goal was to replace the traditional way of doing business with guests, as well as to consolidate all relevant information into a single database and connect and connect multiple communication channels.

MAISTRA
HOSPITALITY
GROUP

"A solution like TourismInSky allows us to deliver services the way guests expect. TourismInSky as an omnichannel solution helps us to be always available to the guest and raises our business to a higher level." - said Lorena Debeljuh Žužić, Maistra's director of reservations.

ContactInSky and Groups&AllotmentsInSky for better efficiency

Maistra was the first on the market to implement the TourismInSky business solution, including ContactInSky, a business solution based on the Microsoft Dynamics 365 platform, which fundamentally changed the way the contact center works and made it much more efficient. Following the individual sales department, the business processes for the Group and the MICE department have also been automated and improved with the Groups&AllotmentsInSky solution.

The implementation of the TourismInSky solution by InSky in Maistra's sales department digitalized and automated business processes, which resulted in much easier and faster control of the contact center. The number of missed calls has been minimized, the process of monitoring reports has been automated, a unique database has been built, which has increased work efficiency and service profitability, which has led to increased satisfaction and loyalty of guests. Furthermore, the introduction of the Power BI system enabled advanced reporting and monitoring of all activities in the contact center. The implementation of the Follow Up automated CRM solution for sending reminders to sent offers which in return further increased the efficiency of sales in the individual segment.

Contact Center in numbers

The implementation of TourismInSky for Maistra resulted in 35 active agents, four languages of communication, more than 2,000 processed calls per day and more than 1,200 emails received and answered per day. The application of the TourismInSky solution has been further extended to the Inventory and Lux departments as well as to the contact center in the business unit in Zagreb.

MAISTRA
HOSPITALITY
GROUP

Customer
Maistra d.d.
Website:
https://www.maistra.com/
Country: Croatia
Industry: Tourism
Customer size: Large
(more than 500
employees)

Customer profile
Maistra is part of the Adris
Group and is one of the
leading tourism companies in
Croatia. It manages ten hotels,
eight tourist villages, and six
campsites in Rovinj and Vrsar.

Software and services
Dynamics 365 for Sales
Dynamics 365 for Team
  Members
TourismInSky
ContactInSky
Groups&AllotmentsInSky
 BI Advanced Reporting
IntegrationInSky

Arena Hospitality Group

Arena Hospitality Group is one of the most dynamic hotel groups in Central and Eastern Europe, currently offering a portfolio of 28 properties owned, co-owned, rented, and managed, with more than 10,000 rooms and accommodation units in Croatia, Germany, Austria, Hungary, and Serbia.

AHG is the first Croatian company to own and operate hotels outside Croatia and to have received the exclusive right to manage and develop hotels under an internationally recognized brand, which is part of one of the largest hotel groups in the world. This exclusive right to manage and develop hotels under the Park Plaza® brand covers 18 countries in

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Customer
Arena Hospitality Group d.d.
Website:
https://www.arenahospitalitygroup.com/
Country: Croatia
Industry: Tourism
Customer size: Large (more than 250 employees)

Customer profile
Arena Hospitality Group is one of the most dynamic hospitality groups in Central and Eastern Europe currently offering a portfolio of 28 owned, co-owned, leased, and managed properties with more than 10,000 rooms and accommodation units in Croatia, Germany, and Hungary.

Software and services
Dynamics 365 for Sales
Dynamics 365 for Team Members
TourismInSky
ContactInSky
LoyaltyInSky
Omnichannel communication
IntegrationInSky

Central and Eastern Europe, which provides the Group with excellent opportunities for growth throughout the region.

With nineteen hotels and resorts and eight camps in lively Pula and Medulin in Croatia and in major cities which are main points of arrival and departure from a country, and regional centers such as Berlin, Cologne and Nuremberg in Germany and Budapest in Hungary, Arena Hospitality Group generates revenues in various market segments, from predominantly holiday tourism in Croatia to a more diverse business mix in Germany and Hungary, where hotels are occupied by business travelers and leisure travelers and participants in congresses and fairs.

Arena wanted to increase the efficiency of its contact center, as well as achieve the most important goal for them, which is to achieve greater guest satisfaction by introducing a loyalty program. Artificial intelligence enables communication with Chatbot, which does not replace communication with an agent but further enriches it through all available channels, including WhatsApp, Viber, and Webchat.

"Our company became an InSky client in 2019 and we've been extremely impressed with their solutions and services. Their staff is made up of the highest calibre of qualified people and always available whenever we need them; they assisted us throughout several business projects and still do. Not only do their consultants do an excellent job with ongoing maintenance and support, but they've also been great about suggesting ways to improve our systems and digitalize our business processes.

When it comes to business solutions, InSky really offers a pro-active approach and complete solution for the tourism industry." - said Manuela Kraljević, Member Board and Sales & Marketing Director at ARENA Hospitality Group.

TourismInSky solution optimized for AHG organization

The implementation of the TourismInSky business solution included a contact center module - ContactInSky, which increased the efficiency and effectiveness of agents in individual as well as in group sales, i.e., faster, and easier communication with guests. Shortly afterwards, the LoyaltyInSky module was introduced, which greatly improved guest satisfaction and created a personal connection between Arena and the guest. The integration of the TourismInSky solution with other hotel systems completes a comprehensive 360 guest view within a single interface. Chatbot and artificial intelligence reduced the number of guest inquiries to the contact center that required agent attention and repetitive, simpler inquiries, thus increasing the efficiency and time of resolving inquiries, offers and reservations.

Chatbot and Mailbot – tools for a faster and better communication with guests

Arena introduced a handful of new communication channel pages: Webchat, Viber, and WhatsApp. It made it easier for Arena's customers to communicate with their Reservation Center. It also enabled each guest to communicate through channels they personally prefer, and to get answers to their questions as quickly as possible during the high load period of the Reservation Center.

Through the synergy of artificial intelligence and modern communication channels, Arena can provide their guests with personalized, fast, and accurate communication experience when searching for information or accommodation.

Customer
Arena Hospitality Group d.d.
Website:
https://www.arenahospitalitygroup.com/
Country: Croatia
Industry: Tourism
Customer size: Large (more than 250 employees)

Customer profile
Arena Hospitality Group is one of the most dynamic hospitality groups in Central and Eastern Europe currently offering a portfolio of 28 owned, co-owned, leased, and managed properties with more than 10,000 rooms and accommodation units in Croatia, Germany, and Hungary.

Software and services
Dynamics 365 for Sales
Dynamics 365 for Team Members
TourismInSky
ContactInSky
LoyaltyInSky
Omnichannel communication
IntegrationInSky

Aminess Hotels & Resorts

Laguna Novigrad d.d. was founded in 1970 as a subsidiary of larger tourist firms in Poreč and Umag, and later grew into one of the leading tourist companies in Istria. Headquartered in Novigrad, Laguna Novigrad d.d. has been the flag bearer of tourism and the economy of Novigrad in general. It has a portfolio of thirteen hotels, four campsites, an apartment resort, and a villa resort in the Adriatic, i.e., in Novigrad (Istria), on the islands of Krk and Korčula, and on the Pelješac peninsula. Recently, they have decided to change their brand name to Aminess. Aminess, as one of the leading Croatian hotel chains, had the desire to automate and connect all processes and accelerate market response, thereby increasing the satisfaction of guests, has decided to upgrade its existing business with the implementation of Microsoft Dynamics 365. With help and expertise, Laguna has been implementing InSky Solutions' deployment of

Customer
Laguna Novigrad d.d.
Website:
https://www.aminess.com/en/
Country: Croatia
Industry: Tourism
Customer size: Large (more than 500 employees)

Customer profile
Laguna Novigrad d.d. was founded in 1970 as a subsidiary of larger tourist firms in Poreč and Umag, and later grew into one of the leading tourist companies in Istria.

Software and services
Dynamics 365 for Sales
Dynamics 365 for Team Members
Artificial Intelligence
ContactInSky
LoyaltyInSky
TourismInSky

TourismInSky, multiple business solution based on the Microsoft Dynamics 365 platform with a specific purpose in tourism. Most recent development is focused on implementation of Chatbot and Mailbot service and AI. Aside from this recent development, InSky also implemented ContactInSky within Aminess' reservation center. Marketing processes were automated, and a successful implementation of LoyaltyInSky was also done. The loyalty program is based on reward points customers collect while making their purchase. Having collected a certain number of points, the customers become entitled to receive rewards in various ways and via various channels. **All these implementations resulted in automated and upgraded processes, revolutionized communication towards guests, and omnichannel communication.**

"In recent years, we have increasingly turned to digitalization and automation of all business processes to make performance better, faster and more efficient. Monitoring trends and needs of guests and employees are the motives for our stronger investment in automated processes that will further facilitate business in the human resources department and sales and marketing department where we expect a big step forward. The focus is on redesigning the website, introducing new tools for communication with guests that will be supported by specially developed AI technology integrated with the central reservation system "- said Mladen Knežević, Sales and Marketing Director at Aminess Hotels and Camps.

LoyaltyInSky for long-term relationship

To build long-term good relationships with guests, further increase their satisfaction, reward those loyal guests, and attract new ones, in 2018, Aminess upgraded TourismInSky with loyalty system. The Ami + loyalty program allows guests to collect points and make additional savings by using the services in Aminess facilities.

Marketing Automation and Guest Satisfaction

The newly integrated system within the TourismInSky solution for smart marketing automation of communication with guests based on their previous experiences, expressed interests and selected preferences integrated with the Customer Relationship Management System allows Aminess to, in accordance with the GDPR regulation and other legal legislation, regularly deliver to their guests, subscribers and members of the Aminess loyalty program any information they want, when they want it and the way they want it.

Chatbot and Mailbot – tools for a faster and better communication with guests

"To make it easier for our customers to communicate with Aminess Reservation Center, enable each of them to communicate through the channels they personally prefer, and to get answers to their questions as quickly as possible during the high load period of the Reservation Center, Aminess introduced a handful of new communication channels pages: Webchat, Viber, WhatsApp, and Facebook Messenger.

Through the synergy of artificial intelligence and modern communication channels, we want to provide our guests with a personalized, fast, and accurate communication experience when searching for information or accommodation, making decisions and finally during their stay in Aminess facilities." - concluded Sales and Marketing Director Mladen Knežević.

One of the most technologically progressive and most innovation-demanding users with whom we have been cooperating since the very beginning is Aminess, where we successfully monitor the need for the latest technologies and world trends. Aminess gladly entrusted us to deliver the latest digital trends to their guests and become a regional innovation pioneer in tourism." - said Darko Pucarević, Head of Business Consulting in InSky Solutions. "

Customer
Laguna Novigrad d.d.
Website:
https://www.aminess.com/en/
Country: Croatia
Industry: Tourism
Customer size: Large (more than 500 employees)

Customer profile
Laguna Novigrad d.d. was founded in 1970 as a subsidiary of larger tourist firms in Poreč and Umag, and later grew into one of the leading tourist companies in Istria.

Software and services
Dynamics 365 for Sales
Dynamics 365 for Team Members
Artificial Intelligence
ContactInSky
LoyaltyInSky
TourismInSky

Liburnia Riviera Hotels

Liburnia Riviera Hotels was founded in 1947 in Croatia and since then has been one of the most prominent hotel chains in Opatija and beyond. It currently owns 20 hotels, villas and a campsite throughout the Opatija Riviera. They are known for nurturing traditions in the hotel industry, especially in congress and wellness tourism.

All facilities are located in ideal locations - on the one hand surrounded by the sea, and on the other lush plant life of the nearby mountain Učka. The location makes all the facilities of the Liburnia Riviera Hotel a desirable destination for vacation and business in Europe. With new investments in expanding the real estate portfolio as well as investments in the

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Customer
Liburnia Riviera Hoteli d.d.
Website:
https://www.liburnia.hr/
Country: Croatia
Industry: Tourism
Size: Big (more than 500 employees)

Customer Profile
Liburnia Riviera Hotels was founded in 1947 in Croatia and since then has been one of the most prominent hotel chains in Opatija and beyond. It currently owns 20 hotels, villas, and a campsite throughout the Opatija Riviera.
They are known for nurturing traditions in the hotel industry, especially in congress and wellness tourism.

Software's & Services
Dynamics 365 for Sales
Dynamics 365 for Team Members
TourismInSky
ContactInSky
Premium Service
IntegrationInSky
Power BI

digitalization of business, Liburnia wants to raise the level of top services in the oldest Croatian tourist destination.

In cooperation with InSky, Liburnia implemented the ContactInSky business solution based on the Microsoft Dynamics 365 platform, designed and adapted to the needs of a modern reservation center. By integrating the ContactInSky and online booking solutions, the individual sales process in the reservation center is additionally automated and digitalized. With the introduction of the Premium service within the ContactInSky solution, a more personal relationship with guests was achieved, which is an excellent basis for further growth and development of the share of individual sales in the total sales result of Liburnia. In addition, a Power BI module has been implemented that provides a visualized multidimensional view of a large amount of data aggregated from a variety of sources via clear dashboards and advanced reports.

TourismInSky solution optimized LRH organization

The implementation of the TourismInSky business solution included a contact center module - ContactInSky, which increased the efficiency and effectiveness of agents in individual as well as in group sales, i.e., faster, and easier communication with guests. Shortly afterwards, the already implemented ContactInSky solution was adjusted in the contact center of the Liburnia Riviera Hotels for priority processing of guest inquiries for Premium hotels via email and phone calls, called CIS Premium. Premium customer service is an advanced level of customer service that extends beyond basic service activities and includes a more personalized and customized approach that creates a customer-oriented business atmosphere, so there are most experienced agents in the contact center who process guest inquiries exclusively for Premium hotels.

"With its solutions, InSky enables us to track employees in their daily work, as well as advanced reporting and analytics, and helps organize business processes." – said Slađana Mogorović, Reservations Supervisor

Integration with the Online booking system

Online booking system, or PHOBS, is a connection platform for hotels, camps, holiday homes and their distributors. The integration sets up the synchronization of offers and reservations within the ContactInSky application and the CRM platform.

Some of the advantages of introducing integration and business improvements are guest focus, conversion orientation, choice of multiple languages and currencies, the ability to set various tariff plans, many ways of discounts and supplements, GDPR compliant and most importantly - ease of use of the platform.

Automation of all processes - Power BI

Due to the increase in the scope of work and the need to improve Liburnia's business, Power BI was introduced, which in turn enabled Liburnia to provide advanced reporting and monitoring of activities with the presentation of data on offers, reservations and revenue data. Within each category, activities are monitored by sales channels, overnight stays, facilities, accommodation units, time periods, countries, and data are displayed in real time. Synchronization takes place on a daily basis with all new and changed data included in the previous 24 hours.

LIBURNIA
HOTELS & VILLAS

Customer	Customer Profile	Software's & Services
Liburnia Riviera Hoteli d.d. **Website:** https://www.liburnia.hr/ **Country:** Croatia **Industry:** Tourism **Size:** Big (more than 500 employees)	Liburnia Riviera Hotels was founded in 1947 in Croatia and since then has been one of the most prominent hotel chains in Opatija and beyond. It currently owns 20 hotels, villas, and a campsite throughout the Opatija Riviera. They are known for nurturing traditions in the hotel industry, especially in congress and wellness tourism.	Dynamics 365 for Sales Dynamics 365 for Team Members TourismInSky ContactInSky Premium Service IntegrationInSky Power BI

Sunčani Hvar

Sunčani Hvar Hotels are part of the CPI group and are the leading hotel house on the sunniest island in the Mediterranean, the island of Hvar. With a wide tourist offer of six exclusive and classic hotels with the most attractive locations in the heart of the city, Sunčani Hvar offers an unbeatable offer for guests from all over the world. The vision of SHH promotes responsible tourism where the value of tradition, local culture and environment play a key role in designing the hotel and its services, with an emphasis on authenticity and providing a unique experience for each guest. SHH is a company that values its organizational culture and above all the people who are part of it.

Customer
Sunčani Hvar d.d.
Website:
https://www.suncanihvar.com/
Country: Croatia
Industry: Tourism
Size: Medium (between 200-500 employees)

Customer Profile
Sunčani Hvar Hotels are part of the CPI group and are the leading hotel house on the sunniest island in the Mediterranean, the island of Hvar. With a wide tourist offer of six exclusive and classic hotels with the most attractive locations in the heart of the city, Sunčani Hvar offers an unbeatable offer for guests from all over the world.

Software's & Services
Dynamics 365 for Sales
Dynamics 365 for Team Members
TourismInSky
ContactInSky
Groups&AllotmentsInSky
IntegrationInSky

In cooperation with InSky, Sunčani Hvar has digitalized its business using the TourismInSky solution for the hotel industry, which is based on the Microsoft Dynamics 365 platform.

Digitalization was focused on the implementation of the module for individual sales in the contact center - ContactInSky, as well as the module for group and allotment sales, MICE, and wedding organization - Groups&AllotmentsInSky. InSky solutions integrated with online booking and PMS systems enabled efficient management of the entire sales process with the possibility of advanced real-time reporting, which ultimately resulted in improved customer relations and increased total revenue.

Customer	Customer Profile	Software's & Services
Sunčani Hvar d.d.	Sunčani Hvar Hotels are part of the CPI group and are the leading hotel house on the sunniest island in the Mediterranean, the island of Hvar. With a wide tourist offer of six exclusive and classic hotels with the most attractive locations in the heart of the city, Sunčani Hvar offers an unbeatable offer for guests from all over the world.	Dynamics 365 for Sales
Website: https://www.suncanihvar.com/		Dynamics 365 for Team Members
Country: Croatia		TourismInSky
Industry: Tourism		ContactInSky
Size: Medium (between 200-500 employees)		Groups&AllotmentsInSky IntegrationInSky

TourismInSky solution optimized for SHH organization

The implementation of the TourismInSky business solution included a contact center module - ContactInSky, which increased the efficiency and effectiveness of agents in individual as well as in group sales, i.e., faster, and easier communication with guests.

"InSky has provided us with advanced reporting and analytics, as well as the ability to better organize business processes." – said Zdravko Tudor, IT Director

Groups & Allotments solution optimized for SHH organization

In addition to the contact center module, the data and process model in the TourismInSky system for the Group and MICE department was adjusted, and the Groups&AllotmentsInSky module was implemented.

The module is used to record collected potential clients (leads), business opportunities (groups, MICE, weddings). Furthermore, it enables the sending and creation of bids in an automated manner, archiving all versions of bids, which is ultimately used for reporting and monitoring activities by individual business partner (agency). All activities related to the partner or agency, such as telephone calls, e-mail correspondence, records of meetings and tasks related to a particular agency, are also recorded.

Within the module, dashboards and reports are used to monitor data such as task overviews, calendar of events by halls and various venues, status of offers and contracts per partner, overview of partners by marketing segment and overnight stays, expiration notifications, etc.

Integration with the Online booking system

Online booking system, or PHOBS, is a connection platform for hotels, camps, holiday homes and their distributors. The integration sets up the synchronization of offers and reservations within the ContactInSky application and the CRM platform.

Some of the advantages of introducing integration and business improvements are customer focus, conversion orientation, choice of multiple languages and currencies, the ability to set various tariff plans, many ways of discounts and supplements, GDPR compliant and most importantly - ease of use of the platform.

Integration with Diventa PMS system

The program is intended to manage the process of managing accommodation facilities. The system is divided by functions into database, sales, front office, back office, household, and hotel maintenance. With an emphasis on the needs of the reservation center, sales can take place for multiple hotels so that information is available for each of the hotels individually as well as summary reviews for all hotels in the group. Sales include some of the following functions: drafting price lists, drafting contracts, reservations based on price lists and contracts, offers created based on registered reservations, revenue tracking, reporting, etc.

sunčani hvar hotels

Customer
Sunčani Hvar d.d.
Website:
https://www.suncanihvar.com/
Country: Croatia
Industry: Tourism
Size: Medium (between 200-500 employees)

Customer Profile
Sunčani Hvar Hotels are part of the CPI group and are the leading hotel house on the sunniest island in the Mediterranean, the island of Hvar. With a wide tourist offer of six exclusive and classic hotels with the most attractive locations in the heart of the city, Sunčani Hvar offers an unbeatable offer for guests from all over the world.

Software's & Services
Dynamics 365 for Sales
Dynamics 365 for Team Members
TourismInSky
ContactInSky
Groups&AllotmentsInSky
IntegrationInSky

Amadria Park

Amadria Park is a leading Croatian family hotel brand created by merging two successful hotel brands Milenij hoteli from Opatija and Solaris Beach Resort from Šibenik.

Amadria Park is a new style of hotel with a high standard of service, designed for modern guests who want quick access to information about accommodation and stay. Amadria Park high category hotels are located in three outstanding locations - Opatija, Šibenik and Zagreb. Amadria has five hotels and two attractions for guests in Opatija, while in Šibenik it has four hotels and four attractions for guests. The prestigious heritage hotel completes Zagreb's offer of the leading Croatian hotel brand.

Amadria Park has implemented InSky Solutions' TourismInSky business

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Customer
Amadria Park
Website:
https://www.amadriapark.com/
Country: Croatia
Industry: Tourism
Size: Big (between 500-1000 employees)

Customer Profile
Amadria Park is a leading Croatian family hotel brand created by merging two successful hotel brands Milenij hoteli from Opatija and Solaris Beach Resort from Šibenik.
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Software's & Services

Dynamics 365 for Sales

Dynamics 365 for Team Members
TourismInSky
ContactInSky
IntegrationInSky

solution based on the Microsoft Dynamics 365 platform designed and tailored to the needs of their reservation center. Amadria's goal was to replace the traditional way of doing business with guests, as well as to consolidate all relevant information into a single database and connect multiple communication channels.

Customer	Customer Profile	Software's & Services
Amadria Park	Amadria Park is a leading Croatian family hotel brand created by merging two successful hotel brands Milenij hoteli from Opatija and Solaris Beach Resort from Šibenik.	Dynamics 365 for Sales
Website: https://www.amadriapark.com/		Dynamics 365 for Team Members
Country: Croatia		TourismInSky
Industry: Tourism		ContactInSky
Size: Big (between 500-1000 employees)	.	IntegrationInSky

"Changes at the global level and the need for constant analysis, credible and rapid information and preparations that these situations require, caused Amadria Park to decide to implement the best possible solution that will help them: TourismInSky solution that in turn allows advanced reporting and monitoring of all activities of its guests with a display of information on offers, reservations and stays. With a detailed insight into the business, better communication and a relationship with the guest are provided. "- said Emil Varga, business consultant at InSky Solutions.

TourismInSky solution in the reservation center

The implementation of the TourismInSky business solution included a contact center module - ContactInSky, which increased the efficiency and effectiveness of agents in individual as well as in group sales, i.e., faster, and easier communication with guests. Implementation enables better optimization of guest queries when communicating with him, which improves communication and guest satisfaction.

"InSky's TourismInSky solution fits perfectly with Amadria's business philosophy, which is evolving towards continuous innovation with maximum commitment to providing high quality service and creating unique holiday experiences." – said Monika Mrša, Reservation Center Supervisor at Amadria Park Hotels

Three destinations and two locations of contact center agents enabled guests to have direct access to the most accurate information with the best informed employees, and on the other hand it was possible to redistribute work to different locations according to priority workload and number of inquiries.

	Customer	**Customer Profile**	**Software's &**
	Amadria Park	Amadria Park is a leading	**Services**
	Website:	Croatian family hotel brand	
	https://www.amadriapark.com/	created by merging two	Dynamics 365
	Country: Croatia	successful hotel brands	for Sales
	Industry: Tourism	Milenij hoteli from Opatija	
	Size: Big (between 500-1000	and Solaris Beach Resort	Dynamics 365
	employees)	from Šibenik.	for Team
		.	Members
			TourismInSky
			ContactInSky
			IntegrationInSky

Jadran Crikvenica

The hotel company Jadran with its business headquarters in Crikvenica is the largest company on the Crikvenica-Vinodol Riviera and one of the leaders in the tourist business on the Adriatic. The Adriatic Group also includes Club Adriatic d.o.o. from Baška Voda and manages several facilities outside the ownership portfolio. It provides catering and tourist services in hotels and tourist resorts of various categories with more than 2,500 beds in 1,250 rooms, and in camps and campsites with more than 1,700 places.

The catering and tourism company Jadran was established in 1964 by integrating the hotel companies "Crikvenica", "Esplanade", "Therapia" and "Villa Danica". Later, International, Mediteran hotels, Esplanade hotel annex, Riviera in Dramalj were built, hotels in Novi Vinodolski, Povile and

Selce (Varaždin, Jadranka, Esperanto, Slaven, Camp Selce) were integrated, and a new tourist complex Ad Turres with hotel was built in Crikvenica Omorika, while the tourist resort Kačjak was built in Dramalj. In 1988, the Pauline monastery was transformed into one of the pearls of Crikvenica tourism - the Hotel Kaštel.

In 1993, Jadran became a joint stock company. From 2018, the majority share will be taken over by two Croatian mandatory pension funds - PBZ Croatia osiguranje and Erste plavi.

Jadran Crikvenica implemented the ContactInSky contact center module of InSky Solutions as part of the TourisminSky business solution for the hotel industry, which is based on the Microsoft Dynamics 365 platform and specially designed and adapted to the needs of a modern reservation center. The goal of Jadran Crikvenica was to replace the traditional way of doing business with guests, as well as to unite all relevant information into a single database and connect and connect several communication channels. The ContactInSky solution in a simple and intuitive way enables the tracking of statistics of processed calls and emails in real time, which greatly simplifies the management of resources in the contact center.

Customer
Jadran d.d.
Website:
https://www.jadran-crikvenica.hr/
Country: Croatia
Industry: Tourism
Customer size: Medium (between 200-500 employees)

Customer profile
The hotel company Jadran with its business headquarters in Crikvenica is the largest company on the Crikvenica-Vinodol Riviera and one of the leaders in the tourist business on the Adriatic.

Software and services
Dynamics 365 for Sales
Dynamics 365 for Team Members
TourismInSky
ContactInSky

TourismInSky solution in the reservation center

TourismInSky solution puts the guest, his needs, and activities in a central place. The solution has enabled faster and more transparent communication with guests by giving agents a complete insight into previous communication with the guest, his reservations, and interests, which greatly facilitates the sales process. The efficiency and effectiveness of agents has increased, and communication and guest satisfaction have improved. The number of agents has already multiplied many times in the first season, and the direct channel has become the dominant and most productive sales channel.

"The TourismInSky solution, implemented by InSky, is responsible for the digitalization of business processes. In the first year of using the TourismInSky solution, we increased the share of individual sales in total sales by 40%, which opened the prospect of new investments. This primarily refers to new investments in marketing automation with the help of a marketing module within the complete TourismInSky solution. "- said Jerko Ćus, Head of IT at Jadran Crikvenica.

Customer	**Customer profile**	**Software and services**
Jadran d.d.	The hotel company Jadran with its business headquarters in Crikvenica is the largest company on the Crikvenica-Vinodol Riviera and one of the leaders in the tourist business on the Adriatic.	Dynamics 365 for Sales
Website:		Dynamics 365 for Team Members
https://www.jadran-crikvenica.hr/		TourismInSky
Country: Croatia		ContactInSky
Industry: Tourism		
Customer size: Medium (between 200-500 employees)		

Jadranka turizam

Lošinj Hotels & Villas (LH&V) is a hotel brand of Jadranka turizam d.o.o. under which there are six hotels, 11 restaurants and villas, and apartments located in the most attractive locations of the island of Losinj, with a capacity of more than 3,500 guests. Guests have at their disposal 5 * and 4 * hotels, such as Bellevue Hotel, Villa Hortensia, Boutique Hotel Alhambra, and Villa Augusta in Čikat Bay, which stand out with a specific 5 * premium offer, and Vitality Hotel Punta, Wellness Hotel Aurora, and Family Hotel Vespera, which with a narrowly specialized offer at the 4 * level meet the different requirements of guests.

Under the brand Camping Cres & Losinj, Jadranka turizam d.o.o. manages four camps on the islands of Lošinj and Cres: family camp Čikat 4 *, naturist camp Baldarin 3 *, camp Bijar 2 * and camp Slatina 4 *. Camp

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Customer
Jadranka turizam d.o.o.
Website:
https://jadranka.hr/partners/jadranka-turizam-doo
Country: Croatia
Industry: Tourism
Size: Medium (between 200-500 employees)

Customer Profile
Lošinj Hotels & Villas (LH&V) is a hotel brand of Jadranka turizam d.o.o. under which there are six hotels, 11 restaurants and villas, and apartments located in the most attractive locations of the island of Losinj, with a capacity of more than 3,500 guests.

Software's & Services

Dynamics 365 for Sales

Dynamics 365 for Team Members
TourismInSky
ContactInSky
IntegrationInSky
Marketing Automatization

Čikat, also has an aquapark, thus being the only one with this amenity in Croatia.

In addition to accommodation and catering facilities, Jadranka turizam d.o.o. manages the organization of excursions, entertainment and sports facilities and can offer customers an integrated, modern product, for spending free time.

Jadranka turizam has implemented InSky Solutions' TourismInSky business solution based on the Microsoft Dynamics 365 platform designed and adapted to the needs of their reservation center.

The goal of Jadranka turizam was to replace the traditional way of doing business with guests, as well as to unite all relevant information into a single database and connect several communication channels.

In addition, Jadranka turizam decided to implement the ClickDimensions marketing module, which is natively integrated with the Microsoft Dynamics 365 platform within a unique TourismInSky solution.

TourismInSky solution in the reservation center

The efficiency and effectiveness of agents in individual and group sales has been increased through the implementation of the TourismInSky business solution. Implementation has resulted in increased efficiency and effectiveness of agents. It should also be noted that communication and guest satisfaction with TourismInSky has been improved.

"With its TourismInSky solution, InSky has made it easier for us to track tasks as well as employee efficiency. Advanced analytics and reports make it much simpler for us to make decisions as well as the entire business." – said Petar-Nino Krnić, marketing manager at Jadranka turizam

ClickDimensions – marketing automatization

Using the marketing module enables Jadranka to personalize content and build relationships with new potential clients, contacts, and existing clients. The module is flexible which results in more attractive and dynamic content which helps to inspire the relevance of the content for the guest.

In addition, it allows easy creation of new newsletters, questionnaires, campaigns, etc. For example, this is accompanied by rich analytics that helps analyze the results of campaigns, and thus makes it easier for Jadranka to identify content that should be improved.

Customer
Jadranka turizam d.o.o.
Website:
https://jadranka.hr/partners/jadranka-turizam-doo
Country: Croatia
Industry: Tourism
Size: Medium (between 200-500 employees)

Customer Profile
Lošinj Hotels & Villas (LH&V) is a hotel brand of Jadranka turizam d.o.o. under which there are six hotels, 11 restaurants and villas, and apartments located in the most attractive locations of the island of Losinj, with a capacity of more than 3,500 guests.

Software's & Services

Dynamics 365 for Sales

Dynamics 365 for Team Members
TourismInSky
ContactInSky
IntegrationInSky
Marketing Automatization

Remisens

The primary goal of Remisens is that guests of accommodation facilities, which proudly bear the names of the brands under which they operate, receive the attention and status they expect and deserve. Always striving for satisfaction with the service provided, which is not based only on accommodation, but on the overall experience of staying in their facilities. Remisens currently has 2 hotels in Cavtat and 4 hotels in Portorož.

Staying in Remisens hotels has a strong aesthetic dimension, unique in its appearance and superior in the services offered. Analyzing the experiences of guests, it is clear that the overall experience of their stay is not affected by the size of rooms and suites, but the relationship with guests imbued with an atmosphere of relaxation that inspires intellectually and emotionally providing experiences they want to repeat and share with

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Customer
HOTELI CAVTAT d.d.
Website:
https://www.remisens.com/
Country: Croatia
Industry: Tourism
Size: Large (between 500-1000 employees)

Customer Profile
The primary goal of Remisens is that guests of accommodation facilities, which proudly bear the names of the brands under which they operate, receive the attention and status they expect and deserve.

Software's & Services

Dynamics 365 for Sales

Dynamics 365 for Team Members
TourismInSky
ContactInSky

friends. Remisens is a confirmation of lifestyle, elegance, and aesthetics, inspiring a memorable stay.

Remisens has implemented InSky Solutions' ContactInSky contact center module as part of the TourisminSky business solution for the hotel industry, which is based on the Microsoft Dynamics 365 platform and specially designed and adapted to the needs of a modern reservation center.

"Automation of sales activities through TourismInSky solution contributes to increasing revenue and business efficiency."

Borna Klarić
Head of Contact Center
REMISENS

TourismInSky solution in the reservation center

The efficiency and effectiveness of agents in individual sales has been increased through the implementation of the TourismInSky business solution. Implementation has resulted in improved communication and guest satisfaction.

"The TourismInSky solution enabled us to automate sales activities, which resulted in an increase in direct sales revenue. Advanced analytics and reports have made it easier for us to make business decisions as well as the entire business. "- said Borna Klarić, Head of Remisens Contact Center

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REMISENS
HOTELS & VILLAS

Customer	Customer Profile	Software's & Services
HOTELI CAVTAT d.d. **Website:** https://www.remisens.com/ **Country:** Croatia **Industry:** Tourism **Size:** Large (between 500-1000 employees)	The primary goal of Remisens is that guests of accommodation facilities, which proudly bear the names of the brands under which they operate, receive the attention and status they expect and deserve.	Dynamics 365 for Sales Dynamics 365 for Team Members TourismInSky ContactInSky

Hotel Moskva

Hotel Moskva, an architectural gem of Russian secession, changed the look of Belgrade forever and soon became a favorite meeting place for Belgrade, the Balkan and world elites.

Opened in 1908, it was known as the place where the history of this part of the world was created. It survived two world wars, eight state systems and became the most prominent symbol of Belgrade, but also the greatest charmer of the domestic hospitality scene. If only the walls of the Moscow Palace could speak, we would hear great stories of eternal love, diplomatic strategies and negotiations, inspirational artists, Nobel Prize-winning writers, royal events, all-night talks ... Perhaps they would reveal many secrets they may have heard during the last 114 year.

With a history of more than a century, this historic hotel and its famous café has hosted over 40 million guests, and over 4.5 million people have spent the night here. Therefore, it can be rightly said that Hotel Moskva is the largest and most hospitable host in the entire region.

Hotel Moskva, in cooperation with InSky, has implemented the ContactInSky business solution based on the Microsoft Dynamics 365 platform, designed, and adapted to the needs of a modern reservation center. InSky solutions integrated with online booking and Prosoft PMS system enabled efficient management of the entire sales process with the possibility of advanced real-time reporting, which ultimately resulted in improved customer relations and increased total revenue.

TourismInSky solution optimized for the organization of Hotel Moscow

TourismInSky solution puts the guest, his needs, and activities in a central place. The solution has enabled faster and more transparent communication with guests by giving agents a complete insight into previous communication with the guest, his reservations, and interests, which greatly facilitates the sales process. The efficiency and effectiveness of agents has increased, and communication and guest satisfaction have improved.

"Hotel Moskva has always been a leader in new solutions in the hotel business in the Republic of Serbia. Confirmation of the above is best reflected in our selection of advanced solutions from InSky for digitalization of sales business processes, which put the guest at the center of our business system, which is a novelty in our market. "- said Marija Ostojić, Sales Director at Hotel Moskva.

Integration with Online booking system and Prosoft PMS system

The integration enables the synchronization of offers and reservations within the ContactInSky application and the CRM platform. The process of making offers from the system has been simplified and facilitated depending on the availability of accommodation units.

Additional advantages of integration are guest focus, conversion orientation in relation to sent offers and realized reservations, possibility to choose several languages and currencies, possibility to set various tariff plans, possibility to manage various discounts and additional services and ease of using the platform.

Customer
Hotel Moskva
Website:
www.hotelmoskva.rs
Country: Serbia
Industry: Tourism
Customer size: Medium (between 201-500 employees)

Customer profile
Hotel Moskva, an architectural gem of Russian secession, changed the look of Belgrade forever and soon became a favorite meeting place for Belgrade, the Balkan and world elites.

Software and services
Dynamics 365 for Sales
Dynamics 365 for Team Members
TourismInSky
ContactInSky
IntegrationInSky

Medora Hotels & Resorts

Medora hoteli i ljetovališta d.d. own two hotels with more than 500 accommodation units and one car camp. All hotels are located in Podgora in the unique embrace of the mountain Biokovo and the touch of the blue sea along one of the most beautiful beaches on the Croatian coast.

Medora's main goal is to position existing facilities into attractive and market-attractive tourism products by introducing international standards of management and business and connecting traditional local values with modern tourism trends.

In cooperation with InSky, Medora implemented the ContactInSky business solution based on the Microsoft Dynamics 365 platform, designed, and adapted to the needs of a modern reservation center. By integrating the ContactInSky and online booking solutions, the individual

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Customer
Medora hoteli i ljetovališta d.d.
Website:
https://mhr-podgora.com/
Country: Croatia
Industry: Tourism
Customer size: Medium (between 201-500 employees)

Customer profile
Medora hoteli i ljetovališta d.d. own two hotels with more than 500 accommodation units and one car camp. All hotels are located in Podgora in the unique embrace of the mountain Biokovo and the touch of the blue sea along one of the most beautiful beaches on the Croatian coast.

Software and services
Dynamics 365 for Sales
Dynamics 365 for Team Members
TourismInSky
ContactInSky
IntegrationInSky

sales process in the reservation center is additionally automated and digitized.

ContactInSky solution

The implementation of the ContactInSky digital contact center has increased the efficiency and effectiveness of agents in individual and group sales. The centralized and unified module for contact centers has enabled priority and complete processing of guest inquiries for hotels via email and phone calls. The integrated user monitoring interface enables control and supervision over the work of agents, and the analytics system enables the user to use previously created reports for the purpose of reporting and making quality business decisions. Also, depending on the current business need, the system also allows the user to create their own reports of different levels of complexity. At the same time, the user can contact the InSky Data Science team to jointly create the most complex and data-rich reports needed for advanced business analytics.

"InSky solutions have been providing us with a high level of quality and customer support for years," said Vladimir Miklić, Sales and Marketing Director at Medora.

Integration with the Online booking system

The online booking system, or PHOBS, is an online connection platform for hotels, campsites, holiday homes and their distributors. The integration sets up the synchronization of offers and reservations within the ContactInSky application and the CRM platform.

Some of the advantages of introducing integration and business improvements are guest focus, conversion orientation, choice of multiple languages and currencies, the ability to set various tariff plans, many ways of discounts and supplements, GDPR compliance and most importantly - ease of use of the platform.

Customer
Medora hoteli i ljetovališta d.d.
Website:
https://mhr-podgora.com/
Country: Croatia
Industry: Tourism
Customer size: Medium (between 201-500 employees)

Customer profile
Medora hoteli i ljetovališta d.d. own two hotels with more than 500 accommodation units and one car camp. All hotels are located in Podgora in the unique embrace of the mountain Biokovo and the touch of the blue sea along one of the most beautiful beaches on the Croatian coast.

Software and services
Dynamics 365 for Sales
Dynamics 365 for Team Members
TourismInSky
ContactInSky
IntegrationInSky