

Superior sales support

Channel management and pricing revenue management: these concepts are used on a daily basis by hotel industry employees around the world. They are almost a mantra, repeated in meetings, specialised publications and industry magazines.

A new kind of management software was developed to put this into practice. It had to be capable of using the latest demand-forecasting and cost/revenue analysis models while taking into account the modern strategy of splitting hotel businesses into departments, each with different day-to-day management and cost-monitoring requirements.

Scrigno

GP Dati Hotel Service, a Venetian company with 30 years' experience in the hotel management support industry and 1,000 active installations in Italy and throughout Europe, took these requirements as a starting point and implemented a thorough research and development process when creating Scrigno, a modular, web-based management suite allowing departments to share information via a centralised database. It is used by organisations such as Orient Express in Italy, Alpitour World Hotels and Resorts, ATA Hotels and Jadranka Hotels in Croatia.



Its various functions offer a response to the 'channel management/pricing/revenue management' mantra. In fact, Scrigno Revenue Management can be used to apply flexible rates and diversify offers in order to satisfy the demands of all reference market segments and avoid overbooking, thereby maximising company profits.

Moreover, Scrigno B2B helps to strengthen relationships with existing corporate customers, incentivising sales through the creation of a sales channel dedicated to this market segment.

Further information
 GP Dati Hotel Service SPA
 Website: www.gpdati.com

