

 **Made in Italy**
From Italy to Croatia,
to optimise management and results.



With a complex that totals 1,600 rooms, **Lošinj Hotels & Villas** of the Jadranka Hoteli d.o.o Group is one of Croatia's largest hotel companies.

Since 2007, the company's entire premises - encompassing 6 restaurants and 3,500 hotel beds spread across 6 hotels, various apartments and 3 villas - has been involved in a restructuring project amounting to over 80 million Euro: the aim is to upgrade all the structures to 4 or 5-star level by 2012, without neglecting any possible effects on the territory and local community while paying greater attention to the needs of the clientele.

The software management system for the complex and its almost 70,000 guests a year will be based on the **Scrigno suite developed by GP Dati Hotel Service S.p.A.**

Designed for the international market, Scrigno can be easily translated into several languages:

Croatian was chosen for the over 100 employees at Lošinj Hotels & Villas that use the system - out of a total of around 300 employees.

Due to the extremely high number of room nights sold (over 190,000 in 2009), Lošinj Hotels & Villas decided to strategically focus on two aspects related to the guest management world, namely that of facilitating operations during the booking phase as far as possible and profiling the clientele. "The GP Dati solution enables us to assist our guests with greater awareness and competence while, at the same time, it helps our staff to save time" commented Damir Mlacovic, a member of the Group's Board of Directors.

Thanks to the Scrigno CRS (Central Reservation System) module, the company's staff may effectively direct guests towards the most suitable structure based on their needs, while storing a record of their requests and any emails exchanged during the sales phase. Moreover, the suite developed by GP Dati includes a central database (Customer Database) that enables the various departments (sales, bookings, production, accounting) to share all customer master records and historical data relative to the clientele (guests, companies and agencies). All the other suite's modules used by the various departments of peripheral structures and centralised management systems extract and convey data from/to this database.

The possibility of using Scrigno via the Web instantly generates a number of operational advantages, as

hotels are able to save on hardware and on-site assistance costs, while GP Dati may offer remote assistance to its customers: this year, the staff at Lošinj Hotels & Villas activated the software – practically on its own – in one of the company's structures that reopened following a period of maintenance.

Lošinj Hotels & Villas is equipped with GPMoney, the electronic wallet system based on Rf-ID (Radio Frequency Identification) technology that transmits data using radio frequencies in contactless mode. *“Besides not having to carry money, guests can benefit from several other advantages: for example, a guest staying on half-board in one of the company's structures may book supper at one of the other structures and obtain a discount on the price paid for dining at the structure where he/she is staying”* commented Filippo Barbetta, Manager of the Business Development & Alliances department. *“The system has proven to be an effective tool in stimulating guests to consume and, at Losinj, it currently allows for managing revenues that exceed one million Euro per season”.*

As of today, the company collects around 10% of its individual bookings through its website and the Scigno multilingual (Croatian, German and English) booking engine. In this activity, the company is assisted by hotel-LAB.com, the GP Dati division specialised in multi-channel marketing: the results of this collaboration are a new Internet website highly geared towards the web 2.0 system and a Facebook profile (implemented by hotel-LAB then coordinated and managed directly by the Group's staff), besides assistance offered to the group's management team to strengthen rate management across the various Web channels.

“Scigno enables the Group to easily manage the rate plans: as this complex is largely dedicated to leisure, this is a delicate and strategic function as a result of the many packages that are all highly complex in terms of available services and discounts” added Filippo Barbetta. *“Lastly, it is worthy mentioning Scigno's capacity to interface with modules produced by third parties, thanks to its flexibility and to the fact that it can be customised on-site: for example, in this case the EconomatoWeb module interfaces with the accounting system previously adopted by Lošinj Hotels & Villas”.*

GP Dati e Losinj Hotels & Villas

A question for Damir Mlacovic, member of the Board of Directors of the Jadranka Hoteli d.o.o. Group: why did you prefer GP Dati over other companies, even international ones? *“We made this choice after a careful selection of companies operating on the market and eventually chose Scigno as it evidenced the best quality-cost ratio”.*

