

Renaissance Mumbai Convention Centre Hotel

Customer Profile

Nestled on the banks of Powai Lake in Mumbai is the Renaissance Mumbai Convention Centre luxury hotel. It has 583 guest rooms plus the largest Executive Lounge in the country at 12,500 square feet. The convention centre offers exhibition organisers 230,000 square feet of indoor and outdoor space. Set in 15 acres next to the hotel, the Executive Apartments are serviced and offer the comforts of home combined with 5-star hotel service.



Saeid Heidari came to the Renaissance Mumbai on a mission. During a time of great economic uncertainty, he had to improve profitability. That meant looking at all the hotel services and getting a little creative. By deploying Data Track's 2021 CYM Service, hidden posting losses and charging inaccuracies were identified and resolved. It improved the guest experience and also delivered a 32% improvement in telephony revenue.

Creative Telephony Increases Hotel Revenue & Guest Satisfaction

The Renaissance Hotel Mumbai is a well established and respected 5-star luxury hotel on the banks of the beautiful Lake Powai. In addition to the comprehensive hotel facilities, it has serviced apartments, conference facilities and importantly, a loyal following of guests. Despite this, its profitability was not being fully realised. New General Manager, Saeid Heidari, had to get creative to find ways to improve its fortunes. "Even so..." he says "...the loyal guests made it all the more critical that any changes had to be guest friendly and protect the hotel's good name. I am a staunch believer in excellence and guest satisfaction, so this was very key to me."

Saeid started with the premise that he wanted to ensure that **all** of the hotel services were excellent. Hotel telephony was unclear and consequently faced many challenges. Data Track's service uncovered that room tariffs were charged in time, while the apartments were charged in units. The time based tariffs were complex and involved different charges for different minutes. There were hidden posting losses and charging inaccuracies. Mobile calls were being charged at half the intended rate. There were unknown extensions. Printed tariffs in the guest directory were different to those actually used by systems.

“ I am very pleased that the Data Track solution has delivered a 32% improvement in our telephony revenue whilst at the same time improving the guest experience. Whilst telephony revenue is relatively small, any improvement is welcome in a challenging market. ”

Saeid Heidari
General Manager
Renaissance Mumbai Convention Centre
Hotel & Marriott Executive Apartments
Mumbai



Whilst in the Middle East, Saeid had already tried Data Track's 2021 CYM service despite a healthy dose of scepticism - "...whether it was possible to balance revenue improvements in telephony with guest satisfaction." The question now was - "Whilst it had worked very well for my previous hotel, if I used it at the Renaissance Mumbai this would be a first in India." However, he also knew from this experience that **service** was at the forefront of Data Track's guest telephony approach.

Installation

Data Track Communications has a long established working relationship with Marriott Europe and has in the last few years engaged strongly with the rapidly growing Marriott MEA Region. The 2021 Call Yield Management (CYM) service is proven and is easily taken to new countries because it works with existing hotel systems, involves no training and there is no new technology to support. It is completely self-financing. David Marsan, Data Track's Account Director comments on the installation. "At the time we engaged with the Renaissance Mumbai we did not have a country based installer for our Tracker technology and our Dubai based Helpdesk and data processing centre was very new. We initially tried to run the implementation from the UK, which proved challenging. However, as Dubai operations matured, the implementation moved there and in close collaboration with the Renaissance's locally based Systems Manager, Dev Varshney, we were able to complete the Tracker installation and all the reporting was up and running in a couple of weeks."

David continues: "Since this installation, we have entered into an agreement with a global installation partner, which has not only established India wide installation capability but greatly extended this into Asia Pacific and beyond. This has been an essential reinforcement to our service delivery capability."

The Results

Lakshman Ramanathan, Director of Operations at Renaissance Mumbai expresses the positive impact that 2021 CYM has had on hotel operations. "It has been a breath of fresh air for my team that when a guest asks about telephone call prices, they can answer confidently. The previous tariffs were so complex few could understand them. Now we have simple and clear pricing for the guest, but just as importantly, the staff can understand them. Confidence is further enhanced now that call charges are accurate, which helps the team to be confident when discussing charges with the guest."

Saeid is also very pleased with the dual impact of the service; a 32% improvement in the hotel's telephony revenue and an improved guest experience. He concludes "Whilst telephony revenue is relatively small, any improvement is welcome in a challenging market."



ABOUT DATA TRACK // Data Track Communications are EMEA's leading hotel guest telephony strategy and Call Yield Management experts. Our solutions have been developed over 15 years working with some of the world's leading hoteliers.

Measure, monitor and manage your communications revenue and cost, across your whole estate. Our unique independence from technology and service vendors ensures that the service works across mixed technology estates and does not require capital upgrades. Our service delivery approach means you can improve profitability without any capital expenditure. For more information, visit www.dtc-int.com

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