

Embracing Guest-Centrism: Powering the Modern Era of Central Reservation Systems (CRS)

A Guest-Centric Approach Redefined

In the past, SHR Group placed the Central Reservation System (CRS) at the core of the distribution process. However, our vision has evolved, and we now position the guest at the heart of the system.

Empowering independent hotels and regional brands, our comprehensive product suite, featuring the Internet Booking Engine (IBE) and Customer Relationship Management (CRM), is strategically designed to boost revenue and cultivate lasting guest relationships throughout the entire guest journey.

Crucially, our Central Reservation System (CRS) acts as the linchpin, seamlessly connecting hotels or brands to all their booking channels. This global reach spans both direct and indirect channels, ensuring visibility where potential guests make their purchasing decisions. By being present and bookable in diverse channels, languages, and preferred platforms, the CRS not only broadens its reach but also capitalizes on revenue-generating opportunities.

Furthermore, all pricing and selling strategies are conveniently managed within the CRS, streamlining operations and providing a unified approach. Our mission remains steadfast—to establish enduring connections between hotels or brands and their guests, prioritizing meaningful relationships over short-term gains, while strategically positioning them to reach a global audience and meet guests where they are.

Our pioneering approach, centered on deeply integrated, cloud-based software, built with an API-first approach, delivers scalable, brand-centric guest experiences tailored and customized to support each hotel's unique context and strategy and our CRS tool is designed to connect the hotel to their guests in a more intuitive way, alongside our IBE, CRM and RMS.

Beyond the Realm of Open Pricing – The Importance of Using a CRS

Relying solely on a channel manager raises critical considerations, primarily concerning the relationship between the channel manager and OTAs. OTAs, by their inherent nature, predominantly focus on the open-priced leisure market, utilizing a date/rate/occupancy model for essential data. This approach can provide a limited perspective on the complete distribution and booking landscape, neglecting segments like business and group/event travelers.

In this constrained scenario, you might find yourself disregarding tactics related to loyalty or length-of-stay pricing, as opposed to simple open pricing. Remember the intricate distribution strategies mentioned earlier? They encompass various methods, such as blended rates, derivation, double derivation, sell limits, loyalty rates, and more, all aimed at reaching your guests and increasing online and offline bookings.

Modern CRS systems go beyond the linear model of solely connecting to OTAs, enabling the creation of finely tuned strategies and booking concepts. Guest-centric strategies demand control from the hotelier, which can be achieved by connecting to the myriad choices and strategies offered by today's guest-focused CRS model, rather than solely relying on the standard channel manager model.



Channel Manager vs. Central Reservation System (CRS): Understanding the Differences

In the world of hotel management and distribution technology, two critical tools play a central role: the Channel Manager and the Central Reservation System (CRS). While both serve to streamline the process of distributing hotel rooms across various channels, they have distinct functionalities and purposes. Let's delve into the differences between a Channel Manager and a CRS to understand how each contributes to an effective hotel distribution strategy.

1. Functionality & Scope of Control:

- **Channel Manager:** A Channel Manager primarily focuses on managing and updating room rates and availability across multiple external online channels, such as OTAs (Online Travel Agencies), global distribution systems (GDS), as well as the hotel's own website. It ensures that room inventory is synchronized in real-time, preventing overbookings or double

bookings and hotels can efficiently manage their presence on multiple third-party websites.

- **CRS:** A Central Reservation System encompasses all the functions of a Channel Manager and more as it serves as the core system for a broad range of functions including managing a hotel's room inventory, reservations, direct bookings on the hotel's website and guest data. It often includes features like a booking engine (IBE), reservation management, and guest profiles. The CRS serves as the centralized master hub for all aspects of reservations deploying the hotel's selling strategy, supporting direct bookings through the hotel's website and call center, in addition to handling third-party distribution.

2. Data Management:

- **Channel Manager:** Channel Managers handle rate and availability data, ensuring consistency and accuracy across various online platforms. They typically do not manage guest data or handle guest profiles.
- **CRS:** A Central Reservation System is responsible for all transactional communications to do with managing guest profiles, preferences, and reservation data. When integrated with a CRM all this valuable guest contact and purchase information can be used for personalized marketing strategies.

3. Direct vs. Indirect Bookings:

- **Channel Manager:** Channel Managers are primarily geared towards managing indirect bookings through third-party channels and OTAs.
- **CRS:** A CRS has a higher level of direct connectivity as it encompasses both direct and indirect bookings, managing reservations made through the hotel's website and external channels, such as GDS systems.

In summary, a Channel Manager and a Central Reservation System serve distinct but complementary roles in a hotel's distribution strategy. While a Channel Manager excels at managing rates and availability across external channels, a CRS acts as the central hub for managing all aspects of hotel reservations, including both direct and indirect bookings, guest data, and the hotel's own website bookings. To maximize efficiency and revenue, many hotels use both systems in tandem to achieve a balanced and effective distribution strategy.

The strength of SHR Group's Central Reservation System (CRS) lies in its ability to efficiently deploy strategic pricing to the various segments of the market, meeting guests where they are and on their preferred booking channel. It streamlines the reservation process and optimizes the hotel's operations and revenue management strategies, all while enhancing guest experiences and catering to the specific needs of each client. This tailored system ensures that every step of the reservation journey is smooth and efficient, from the moment a guest makes a booking to their departure.

The CRS takes care of all the necessary tasks, from availability checks to sending confirmation emails. Hoteliers can easily manage and organize reservations, view real-time availability, and make updates with just a few clicks, thereby increasing operational

efficiency. Moreover, the system boosts global reach through integration with the Global Distribution System (GDS), major Online Travel Agencies (OTAs), and multiple channel managers, leading to increased visibility and more bookings. This automation not only saves time but also reduces the risk of errors, allowing hotel staff to focus on providing exceptional guest service.

However, the strength of SHR Group's CRS goes beyond operational efficiency. This user-centric reservation management system offers more than basic hotel CRS functionality. It empowers hoteliers to reach every one of their guests and is designed to work with all the other SHR tools such as CRM and RMS to personalize guest preferences, track guest history, and gather valuable insights to deliver truly personalized guest experiences. This level of personalization not only enhances guest satisfaction but also fosters guest loyalty and repeat business, making it a valuable asset for hoteliers looking to excel in the competitive hospitality industry.

Learn more about our solutions for hospitality, book a demo: https://hubs.la/Q02gLB_b0

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