

Case study: The Savoy Hotel – An Adaptive Messaging Solution

For more than a century, The Savoy Group of Hotels has played host to eminent men and women from all walks of life and provided the settings for many glittering social occasions. The Savoy Group's heritage signifies the best of British style and tradition coupled with imaginative innovation.

Each hotel within the Group provides its own distinct character and unique style. Guests can enjoy the contemporary elegance of The Berkeley; the glamour of Claridge's; the new English charm of The Connaught; or the excitement of The Savoy. Service and guest satisfaction is paramount and any change of business process or technology must improve on this benchmark.



The Savoy Group operates a truly centralised reservations department that is responsible for all individual hotel bookings as well as groups and banqueting. At the same time it is the primary contact point for all general enquiries including reservations for dining. The reservations team is managed under the watchful eye of Mr Alan Palmer, Director of Reservations.

The business need

By 2002, the central reservations department was handling more than one thousand telephone calls per day and processing a great many faxes and emails from guests. Alan Palmer takes up the story.

“It was clear to me that the number of emails we were processing was increasing steadily. At the time [2002], our procedure for handling messages was based on our use of a standard email client. All messages went into a single ‘In box’, to be passed out by a supervisor or manually collected by agents.

“This meant that agents could pick and choose which work they wanted to do. The management team had no way of knowing how many messages were waiting or how long they'd been there. Essentially, we had no control over service levels and no way of setting or managing those levels.

“Although we were able to process guest messages, I felt that there must be a better and more productive way of working.”

Alan decided to conduct a review of all the main messaging products on the market. “I decided that we wanted to buy a solution that could work ‘out of the box’. It had to be easy to implement and it had to work with our existing

technology and infrastructure. It was very important that the solution could be implemented with absolutely no disruption to the reservations systems and with minimal agent training.”

Alan selected **Adaptive Messaging** from *New Media Software*. “I think Adaptive Messaging is the most appropriate solution. It provides all the features we need, it is very easy to use and it is affordably priced.”

The business benefits

Adaptive Messaging was installed in The Savoy Group Reservations Sales Office in January 2003 and has been in use for nearly a year (at the time of writing). The system supports up to 25 agents and 6 managers, providing customer service from 8.00 a.m. to 11.00 p.m., seven days a week.

The Savoy Group operates its own email servers and a number of network-based fax servers. Adaptive Messaging has been configured to collect all email and fax messages from those servers – because Adaptive Messaging works with all industry-standard email servers, there was no need for significant changes to the existing infrastructure.

Once Adaptive Messaging has downloaded a message, it applies rules to the message, prioritises and queues it, then presents it to the next available agent with the appropriate skills. This ensures that each message is handled as soon as possible by the agent best equipped to deal with it.

All messages sent and received by the reservations team are stored in a centralised message database. This makes it easy to find all messages relating to a particular guest. It also enables management to undertake regular quality audits, ensuring that The Savoy Group continues to live up to its reputation for excellent service.

Real-time management information is displayed to the duty supervisor and a wide range of historical reports is produced on a daily and monthly basis. This enables management to review current service levels and plan for the future.

“Adaptive Messaging has made great improvements to the way we work,” says Alan Palmer. “It has helped us to implement formal service levels for email and fax work and has provided us with the management information we need to manage our team and meet our targets.”

Looking to the future

“One of the reasons we selected Adaptive Messaging was that it is developed and maintained within an easy travelling distance to our offices,” Alan continues. “New Media Software really listens to customers. Moreover, we recognised from the outset that New Media Software holds the same values and service ethos as The Savoy Group. One example is the constant upgrade programme the company operates. We are encouraged to provide feedback and enhancement suggestions and we have already seen some of our ideas incorporated into Adaptive Messaging. It’s refreshing to deal with another company that cares as much about its customers as we do.”