

Making *Suite* Dreams Come True

Salesforce Enabled Hospitality
Operations Transformation



Booking into the Future for Suite Talkers

Suite Talkers, a prominent hospitality brand, operates in the fast-paced, high-demand travel and accommodation industry. Known for offering unique stays and personalized services, they found themselves at a critical juncture in their journey. As their clientele grew, so did the complexity of their operations. Their manual reservation processes were becoming a bottleneck, and the need for a streamlined, more efficient system was glaring.

Suite Talkers sought to enhance the guest experience while simultaneously increasing operational efficiency. This is where our partnership began—a collaborative effort to leverage the power of Salesforce to modernize their operations and integrate with key financial systems like QuickBooks.




A couple walking on a beach at sunset. The woman is wearing a white lace dress and the man is wearing a white shirt and a hat. They are walking in the shallow water, holding hands. The sky is a mix of blue and orange, with some clouds. The water is calm and reflects the light.

Reservations Reinvented

Streamlining Suite Talkers' Operations

Suite Talkers' primary pain point was the disjointed process of managing guest reservations and invoicing. The existing system required navigating through multiple tabs and input fields to register a single guest, which slowed down their team. To solve this, we designed a custom user interface within Salesforce that allowed for a fluid, one-page experience.

Now, agents could create a reservation, assign guests, track confirmation numbers, and input stay details all in one place. By centralizing and automating these tasks, the new Salesforce Sales Cloud setup saved the team valuable time and reduced the possibility of errors, enhancing customer satisfaction.



Connecting the Dots With Salesforce and QuickBooks Integration

A seamless integration between Salesforce and QuickBooks was critical for Suite Talkers. Their invoicing system required an overhaul to accommodate growing volumes of financial transactions. We utilized a third-party connector app to sync all client data and invoices between the two platforms. Now, the finance team could generate

invoices directly from Salesforce, which were automatically pushed to QuickBooks, ensuring real-time accuracy across their financial ecosystem. This eliminated double data entry and allowed their teams to focus more on analysis rather than manual inputs, thus increasing productivity and financial accuracy.



The Metrics of Success: Efficiency Gains and Operational Uplift

Post-implementation, Suite Talkers experienced a dramatic reduction in operational overhead. The new system cut the time taken to complete guest reservations by nearly 50%, enabling staff to manage more bookings with less effort.

Their finance department reported a 35% improvement in invoice processing times, a result of the real-time sync between Salesforce and QuickBooks. Additionally, customer feedback pointed towards faster check-ins and a smoother overall experience. Suite Talkers now had a unified system that not only supported current operations but also set a foundation for future scalability.



Check-In to Room for Success

With Salesforce now at the core of their operations, Suite Talkers is well-positioned to scale their business further. Our partnership doesn't end here. The next steps involve extending the Salesforce platform with enhanced reporting tools, giving their leadership deeper insights into customer behavior and operational trends.

Moreover, with the groundwork laid, Suite Talkers is considering implementing Salesforce Service Cloud to improve their customer service capabilities. Together, we're building the future of Suite Talkers, one innovation at a time.

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