



# S Hotels

Testimonial



## S Hotels uses InTouch to help revenue managers become strategic thinkers

“For me the difference is night and day.”

That’s Nicholas Durand comparing his hotels’ manual data collection with automated, analyzed data from InTouch. As Vice President of Revenue Strategy and Partnership for S Hotels & Resorts, he’s responsible for seven of the organization’s 40 hotels.

“When I joined the company in Bangkok,” said Mr. Durand, “I was struggling to get standardized hotel data. Everything was manual and different. I had reports coming in left, right and center. Some by finance, some by the front office, some by operations, and nothing really checked out.

“People were spending more time questioning whether the data was correct rather than looking at the data and optimizing our decision making. I had to spend most of my time crunching data as opposed to analyzing it.”

**Enter InTouch.**

## Specializing in business intelligence for hotels

InTouch knows hotels and hotel data. For more than 20 years, the company has been collecting, extracting, consolidating, and visualizing data from property management systems to help hotels the world over make better business decisions.

With a sophisticated—yet easy-to-use—suite of tools, InTouch Data turns data into valuable business intelligence that hotels—such as S Hotels, Intercontinental Hotel Group, and Accor—rely on every day to improve performance and the bottom line.

“With InTouch,” explained Mr. Durand, “**our data is automatically collected and analyzed.** We receive reports every morning with easy-to-read dashboards that let us make decisions in a much more informed and efficient manner.

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I really enjoy the visualization and how easy it is for me to create dashboards and share them with everyone. We can see overviews of property KPIs, occupancy comparisons, booking pace, room type mix, yesterday/MTD/YTD snapshots, and more.”

## A single source of data

S Hotels has a unique portfolio of properties in such top destinations such as The Republic of Maldives, The Republic of Fiji, The Republic of Mauritius, The United Kingdom, and Thailand. With hotels and resorts spread far and wide, it’s important for the company to be able to respond quickly to correct issues and seize opportunities

“The key for me is now we have a **single source of data**,” continued Mr. Durand. “I know everybody’s looking at the same things the same way.

“Reports go out to my managers, even to my CEO and the board. They can see everything that’s going on daily. They can look at it, analyze it, and then we can quickly make decisions. By standardizing how we look at data for the company we really reduce the workload on a property basis.

“Before I had this, whenever I had a question on anything, I had to go pick up the phone, call someone on property, which could be thousands of miles and several time zones away. I had to tell them what I wanted. Then they had to dig around and get back to me.

“Now, if I see an issue, I can pick up on it quickly and address it right away, as opposed to waiting for a monthly call and belatedly discover a problem that nobody noticed. To be that proactive is extremely beneficial.

## Turning revenue managers into commercial leaders

“In Asia, I think revenue management is not as advanced. People still seem comfortable spending time extracting data themselves. I would say revenue managers are more reporting managers than actual strategic thinkers.

“GMs usually come either from the rooms or F&B background and they’re more operational than tech savvy. Then the revenue managers get kind of trained into operations more than what they should be doing.

“For me, it’s important to uplift my revenue managers from being reporting managers to being commercial leaders who work on strategies and

communication with the team to influence and change strategy to really optimize our operations.

“Take forecasting for example. We can go into a lot more detail where before it was kind of a guessing game. Now we have a deeper understanding on how all the different market segments and channels are behaving. Today, we’re accurate within 2% of forecast whereas in the three months before I started developing this, we were off by 10–15%.

## A great value

“I knew of InTouch before I joined S Hotels. I chose them because I knew they’re very good in their customer support. That was very important. I know there are other tools, but the fact that I know customer support is there and the fact that it can be implemented quickly was a key factor for me.

**“All in all, InTouch is very customizable, has good customer support and, in term of costs, it’s more than fair. In fact, I would say that for the value I get from it, it’s fairly inexpensive. For me, it’s very great value for money.”**



**Nicolas Durand**

VP Revenue Strategy & Partnership  
S Hotels & Resorts Public Company  
Limited