Case Study

19 Properties of Lords Hotels and Resorts Use IDS NEXT Software

Benefit from Higher Employee Productivity, Increased Operational Efficiency and Enhanced Guest Satisfaction

▶ Customer Brief

Lords Hotels and Resorts is a distinguished and independently owned 3 and 4 star hospitality group. Besides hotels and resorts, their properties include plazas, inns and eco inns. With hotels situated in popular business and leisure destinations across the country, the group offers luxury accommodation to discerning travelers.

Each of the Groups' hotels provide a warm ambience and an array of memorable touches served by a team of dedicated professionals to ensure a guest has a fantastic time. The group is emerging as a fast growing hotel chain in India.

▶ Business Challenge

As the hotel chain began expanding, Lords Hotels and Resorts started facing challenges related to software in both front of the house and back office. Some of the constraints they experienced were in areas like maintaining the company master, handling ever increasing data pertaining to Accounts and Finance, an over burdened front desk and reservation operation, along with issues in HR Management.

To keep vital operational elements up and running, the group was looking for a smart Property Management System that was scalable, robust, well tested in the industry and delivered solutions in keeping with technology changes in the hospitality industry. Lords Hotels and Resorts' search ended with IDS NEXT in 2004. Nine years later, 19 properties spread across North and West India have adopted IDS NEXT Softwares.

"Over the last nine years, all our hotel properties have consistently used IDS Software as they have helped us simplify operations in both Front Office and Accounts and Finance. Their software is user-friendly, and IDS has helped us retain customers with the guest history feature in their software."

Rishi Puri,
Associate Vice President, Operations, Lords Hotels & Resorts

▶ Solution

IDS NEXT spends time detailing the needs of each property of the Lords Hotels and Resorts, before offering a solution. Thus far, 19 properties of the chain use IDS NEXT software, and these include the Enterprise, Professinal and Express version of the Hotel ERP.

Modules of Fortune Enterprise Deployed across Lords Hotels and Resorts

- Front Office Management
- Point of Sale
- Accounts Receivable
- Sales and Marketing
- Banquets & Conferences
- Telephone Management
- Materials Management
- Food and Beverages Costing
- Financial Management
- HR and Payroll
- Maintenance Management
- Quality Management
- SMS Alerts

▶ Business Impact

IDS NEXT software currently powers 1000 plus rooms of the Lords Hotels and Resorts and has helped the group address issues related to Accounts and Financial Operations, Front Desk and Reservations, Material Management and HR Management.

- **Efficient Automation and Management of All Operations**

  IDS NEXT Software enabled the Lords Group to seamlessly automate operations across departments, optimize use of manpower and focus more on delivering quality guest service.

- **Streamlined Sales and Marketing**

  IDS NEXT's feature rich module on sales and marketing helped the Lords Hotels and Resorts maintain excellent records on what each hotel was doing in sales and marketing , determine what was working for them and replicate the postive experience across properties.

> **"Compared to other hotel softwares available in the market, we found that IDS NEXT Software offers greater operational efficiency. The software has helped us streamline operational procedures and organized brand management."**
>
> - Rishi Puri, Associate VP, Operations, Lords Hotels & Resorts

- **Guest History Option Helped Understand Guests Better**

  IDS NEXT Software comes with an in-depth guest history options. This has helped Lords Hotels and Resorts to understand their guests better, recognize regular guests and take proactive steps to enhance their comfort level, even before their arrival.

  Additionally, the Lords Group was also able to analyse corporates contributing in terms of revenue, room nights and ARR. IDS NEXT Software has also helped the group to increase customer retention.

- **Revenue Forecasting**

  Revenue forecasting helped the group plan and organise its revenue strategy and optimize profits in all the departments across properties.

> **Over the years that we have used IDS NEXT Software, the biggest advantage we have seen is the enhancement in guest satisfaction, higher operational efficiency and significant rise in employee productivity.**
>
> - Rishi Puri, Associate VP, Operations, Lords Hotels & Resorts

About IDS NEXT

IDS NEXT, is a global leader in providing ERP and total technology solutions for the Hospitality and Leisure industries. With a track record that spans 26+ years, we has earned the trust of over 3200 customers globally, and have with a strong presence in 40 countries across South Asia, Middle East, Asia Pacific and Africa. IDS NEXT's clients include Ramada Hotels, ETA Star, Ramee, Sterling, Choice Hotels International, Swissôtel, Aitkens Spence, John Keells Group, Sarovar Hotels & Resorts, ITC Fortune Group, Royal Orchid Hotels, Pride Hotels, Lords Hotels and Resorts and more.

Our portfolio of capabilities include, Software Development, Mobility Solutions, Total Technology Solutions and a range of next generation software products that address every segment of the hospitality industry, including independent hotels, chain hotels, business hotels, resorts, clubs, service apartments, limited service, and restaurants.

For more about us visit **http://idsnext.com/**