



Case Study

The J Collection Boosts Business with Lead Sharing

Across Portfolio of 19 Properties
with STS Cloud



Introduction

For hoteliers, a successful lead generation strategy goes beyond the initial capture of leads.

It comes down to the entire lifecycle of the sales process — including lead management, conversions, revenue management, nurturing relationships, and collaboration across internal teams.

The J Collection is comprised of unique, locally owned and operated hotels situated throughout New Orleans and the South, which boast reputations of exceptional service and memorable experiences. The hotels range from antebellum-era mansions to modern retreats, offering guests distinctive style, personalized service, and sublime settings.

Eager to uphold their standards of excellence and continue to grow their impressive portfolio of properties, The J Collection looked to SalesandCatering.com's STS Cloud platform to optimize their hotels' sales process.



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The Problem

For years, The J Collection had relied on a legacy 'one-size-fits-all' sales and catering system that was costly, lacked appropriate support, and was not tailored to their business. With an incredible roster of hotels across New Orleans and the South, The J Collection required a customizable platform that, unlike its legacy predecessor, allowed their teams to share leads as efficiently and effectively as possible to capture and convert more business.

Otherwise, their hotels were positioned to face growing pains throughout their continued evolution and would risk missing long-term revenue targets, especially in today's competitive sales environment.



The Solution

After evaluating the leading systems on the market, The J Collection selected STS Cloud by Salesandcatering.com. The solution provided the most affordable full-featured sales and catering system on the market that ensures greater client communication to streamline the sales process and maximize staff productivity.

The perfect all-in-one, user-friendly solution for a high-end hospitality brand such as The J Collection, STS Cloud would provide a detailed view of sales and catering performance across their entire portfolio while helping them to create and maintain brand service standards seamlessly.



STS Cloud was quick and easy to implement, highly intuitive, and promised to transform the sales and catering processes across their hotels, enabling their respective teams to close more business.

STS Cloud represented an integral and affordable operational upgrade for The J Collection.



Results

To effectively scale their business across multiple properties, The J Collection selected the best-in-class sales and catering software solution that would help sales staff sell, organize, and manage reservations and events in one place. The brand also was now able to track conversions from lead referrals to booking and boost their business with lead-sharing processes across properties. The STS Cloud platform seamlessly integrated into the digital ecosystems at The J Collection hotels. The brand has seen great success using SalesAndCatering.com's ProposalPath automated proposal creation application, enabling team members to quickly generate custom proposals based on a prospective client's exact requirements and the property's attributes.

The benefits:

- ✓ Increased automation
- ✓ Improved client personalization + relationship management
- ✓ Revenue optimization
- ✓ Reduced costs
- ✓ Improved lead management
- ✓ Increased repeat bookings
- ✓ Simplified workflows
- ✓ Detailed, data-backed reporting



Results

“I worked with the company’s team to have the system record and track each lead referral, such as who had generated the referral, and who responded, and the value of the business once it was booked. Sending emails and making phone calls to lead-share is cumbersome. We wanted to automatically track lead-sharing between our properties, put a value on each referral when booked, and have access to reports that quantify which properties and teams were referring and closing business. The system does all this now, and it has improved our bookings and strengthened our teams.

We tested STS Cloud at one of our properties to see if it would handle the operation. It did a very good job of automating our processes, plus, it was more cost-effective. The biggest difference was the level of collaboration between our team and STS. Every suggestion or request that we made was fulfilled. STS Cloud is very valuable for our properties and hotel group. The reporting tools and options are paramount of importance to me as the corporate director of sales. I can see monthly and annual total-company lead sharing data that shows me which teams are referring the most leads. We use this to improve performance and provide training with the sales teams that are lagging behind. I have seven directors of sales that report to me, and real-time lead sharing is a valuable benefit of STS Cloud for The J Collection.

In hospitality, if you get your proposal to a client quickly, you stand a better chance of winning the business. Integration of service is what it is all about. The STS Cloud lead-sharing referral tool is integrated with the process. If one of our hotels gets a proposal request and cannot accommodate the business, the system sends the lead to our properties that are appropriate. The J Collection’s sales teams can sell more effectively because they can see and offer real-time availability for rooms and event space. Creating accurate bids and responding quickly to proposal requests is essential for successful property sales. STS Cloud helps us achieve these goals.”

Laurie Guidry Manning
Director of Sales and Marketing
The J Collection





SalesAndCatering.com, LLC

SalesAndCatering.com provides the most affordable full-featured Sales and Catering systems for hospitality. Its STS Sales and Catering system is widely used and engineered to give property sales teams the sales tools that help them achieve their goals. SalesAndCatering.com's cloud and on-premise systems are developed and supported from the company's US-based offices.

It is a trusted full-service sales and catering partner that delivers solutions via a software-as-a-service model that ensures greater client communication to streamline the sales process and maximize staff productivity. SalesAndCatering.com's systems help hotel companies meet revenue goals through anytime-anywhere data access and integration with multiple PMS systems. Available as a desktop or cloud-based solution, STS delivers unparalleled performance to help you thrive in today's competitive sales environment.

For more information please visit:

SalesAndCatering.com