



ResV5 Case Study

Malmaison & Hotel du Vin | June 2007

Malmaison & Hotel du Vin - Reinventing customer service with QuadraNet ResV5

Every aspect of the exceptionally stylish and successful Malmaison brand is designed around a customer's individual requirements. In theory, this should be every hotel's philosophy, but Malmaison takes the concept of customer service and satisfaction to a whole new level. The idea is defined as a desire to make everything 'guest-centric'. More than just a clever word, this ethos means that all services should be there for the customer to access freely if, when and (most importantly) how, they choose. In practice, this means that guests making a restaurant reservation must enjoy the same level of service whether they phone, visit the web site, or walk into the restaurant in person.

To ensure that this exceptional service was provided in a cost effective manner, Malmaison, together with its sister company, Hotel du Vin, decided to centralise its hotel and restaurant reservations. However, Malmaison's other selling point – that each destination should have its own unique design and character – meant that effective centralisation was not a straightforward process.

With more than thirty unique restaurants spread across the UK, Malmaison and Hotel du Vin needed a centralised booking system that would not compromise its reputation for outstanding customer service.

The main problem with creating a centralised reservation system is that someone sitting in a nice, air-conditioned office in London cannot have the same understanding, or live overview, of a restaurant in Birmingham as a General Manager who walks the floor every session. They won't automatically know, for example, that tables three and four can be pushed together to make an eight, or that table five can accommodate an extra cover when required. And with a company as large and successful as Malmaison, it wasn't just one unique restaurant the team had to learn; it was more than thirty (and that number was growing fast).

Because of this understandable gap in knowledge, before migrating to QuadraNet Res, the central reservation team would often play it safe and generally stick every dinner booking down for 20:00, leaving the individual GMs to deal with the resulting bottleneck of customers. Along with being inefficient, this went against Malmaison's philosophy of exceeding customer expectations.

With QuadraNet Res, the system is designed to fully understand every individual restaurant's layout, operation and limitations. All possible real and joined tables are taken into account, and existing bookings can even be shuffled automatically in real-time to best accommodate new reservations. And whilst it will optimise table utilisation, QuadraNet Res will also ensure that the kitchen and front of house staff are never given more simultaneous bookings than they can handle – increasing turnover whilst maintaining customer satisfaction throughout the experience.

This level of sophistication means that the reservations team trusts the system to handle every enquiry for every location as effectively as if they were on site. It means that more bookings can be accommodated in a session without compromising service. It means that the GMs are now happier, with better control over the flow of customers through their restaurants and the ability to accurately adjust staffing levels to meet demand. But perhaps most importantly for a company that prides itself on service, it means that the customer on the end of the phone has no idea that their booking might be being processed hundreds of miles from the restaurant they will actually be visiting.



QuadraNet Systems Ltd

Bringing Technology to the Table

quadranet systems ltd
old crown & anchor
45 oxford road
marlow
bucks sl7 2nn

t) 01628 472999

f) 01628 891161

e) info@quadranet.co.uk

w) www.quadranet.co.uk

This power under the hood is complemented by QuadraNet Res's front-end simplicity. This is important because, when the interface is fast and intuitive to use, with excellent customer recognition for returning guests and accurate availability displayed instantly, the team is more confident offering a table reservation with a room booking. By offering the hotel guest this added service, Malmaison looks to increase the percentage of residents that utilise the restaurant and add real value to the business.

There is one final, essential, benefit of running everything centrally using QuadraNet Res. With every enquiry intelligently interrogating and populating a single database, in-person bookings, concierge requests, centralised telephone reservations and walk-ins can now be run simultaneously with real-time web bookings. All internet reservations go through the same processes and rules as other enquiries, offering instant, accurate availability and booking confirmation without overloading the system or upsetting the staff.

In the end QuadraNet Res helps Malmaison realise its guest-centric philosophy and ensure that every single customer enjoys the standard-defining level of service that it is justifiably proud of, regardless of their preferred booking method.

For further information on Malmaison, please visit www.malmaison.com.

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