Unleashing the Power of CRM and Multi-Product Optimization

The Revolution in Hotel Revenue Management and Distribution Through the SHR and Boudl Partnership

CRS RMS CRM

Boudl Hotels and Resorts began their journey in the city of Hafr Al-Batin in Saudi Arabia, where they opened their first hotel. In a remarkably short span of time, the company's reach expanded throughout the Kingdom, establishing Boudl as a trusted brand for hotel apartments and earning the confidence of the Saudi market, thus rising to a leadership position in the global hospitality industry.

Currently, the company proudly manages over 62 hotels, encompassing five-star, four-star, and three-star categories, along with its renowned hotel apartment brands, including Narcissus Hotels, Braira Hotels, Aber Hotels and Boudl Hotel Apartments. This rapid expansion, coupled with the dynamic evolution of the tourism sector in the Kingdom, has necessitated embracing cutting-edge technologies to ensure continued growth and success.

To do this they have focused on:

- Expanding their distribution network

- Increasing their direct bookings.

- Increasing total revenues per available room

As part of their strategic vision, Boudl sought a valuable partnership with SHR, enabling them to equip their hotels with essential tools such as SHR's CRS, CRM, and RMS. This collaboration has ensured they can efficiently meet the needs of modern travelers while maintaining a competitive edge in the marketplace.

Unlocked Achievements: The Results

Both powered by SHR's CRS, BE and call center CRO channels direct reservations increased to more than 13% YTD of the total reservations compared to 5% in 2022, thanks to the possibility of sending personalized campaigns from SHR's CRM.

The engagement rate with their campaigns is now 32% thanks to the campaign template builder tool and segmentation options that make each campaign unique, personalized, and relevant to who the guest is and what language is preferred.

SHR's CRM also allowed them to send branded transactional emails for each of their brands.

Their transactional emails now include personalized confirmation letters and pre-stay emails to familiarize the guest with the stay and subsequently provide opportunities to cross sell or upsell. Post stay emails also allow them to collect guest feedback that help them increase the guest satisfaction.

More than **45k Loyalty members** signed up in less than 1 year with Karam rewards program launch

More than **90 customized** campaigns sent in **1 year**

Ytd avg conversion rate among the 4 brands is **7%**

Channel mix distribution improved in **2023 vs 2022**

"Over the course of our collaboration, we at Boudl Hotels & Resorts have had the significant privilege of experiencing the exceptional services rendered by SHR. We are incredibly pleased with their dedication, professionalism, and out-of-the-box solutions throughout our collaboration.

Our association was marked by SHR unsurpassed industry knowledge, groundbreaking technological solutions, and unbeaten commitment to client satisfaction. "

Mr. Ahmed Al Othaimeen
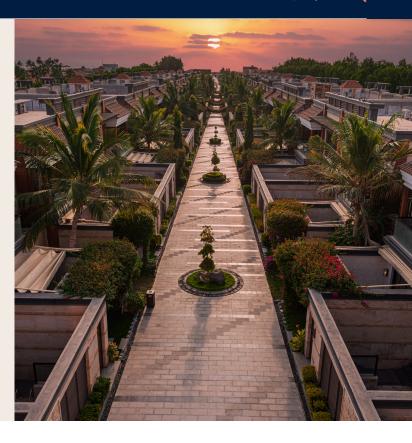Director of IT Development for Boudl Hotels

"Their wide range of hospitality solutions significantly streamlined our processes, immensely benefiting us in managing our resources more effectively. The innovative software offered by SHR allowed us to break barriers and reach new heights, ultimately broadening our reach and strengthening our positioning in the hotel and resort industry. In summary, we at Boudl Hotels & Resorts couldn't be more fulfilled with our partnership with SHR. We eagerly look forward to embracing further success and shared growth in the future.""

Mr. Ahmed Al Othaimeen
Director of IT Development for Boudl Hotels

Discover the world's leading intelligent & automated hotel technology suite of applications

CRS

Central Reservation System

Empower your hotel with a user-centric central reservation management system that works for you. SHR's CRS streamlines your reservation processes, enhances guest experiences, and optimizes your operations with a system tailored to your specific needs, ensuring smooth and efficient bookings, all whilst reaching a global audience.

CRM

Customer Relationship Management

Anticipate and cater to the needs of your guests with smart guest engagement enhancing their overall experience. SHR's CRM allows you to stay one step ahead by knowing your guests and what they want before they even do. The advanced AI technology learns from thousands of guest interactions every day, allowing you to accurately predict guest behavior and anticipate their needs to engage them at the right time with the right message.

RMS

Revenue Management System

Experience the freedom to simplify or scale with flexible rate management solutions to meet your unique business needs, using AI-powered data-driven decisions. By harnessing the power of AI, formulate an optimal selling strategy by analyzing past and present booking sales data, empowering you to stay competitive in the market.

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