

Blue Prism Software automates key customer facing processes for WorldHotels



Delivering the **world's most
successful digital workforce.**

“Hotels operate today in a very complex world which has been opened up by the internet, with multiple distribution channels which can be direct or indirect. ON top of that they have to deal with a wide range of rates. To remain competitive and maximise their return on investment the effective use of technology is a critical success factor,” Torsten Rolke, VP, Global Revenue & Distribution, WorldHotels

The Customer

For over 40 years, WorldHotel’s mission has been to offer business and leisure travelers’ easy access to a wide range of accommodation options with a strong emphasis on hotels of character and distinction. WorldHotels is an exclusive collection of the world’s most unique independent hotels and it now has almost 500 affiliate properties in more than 250 destinations and 65 countries worldwide.

Through state-of-the-art distribution and technology and global marketing campaigns, WorldHotels gives independent hotels the collective strength of a strong, global hotel brand whilst still allowing them to retain their strong individual character and unique identity.

The hoteliers within the WorldHotels portfolio create hotels with their own personal soul and touch but

before being granted affiliation to the WorldHotels network, each applicant hotel undergoes a rigorous series of tests. Its agents regularly visit affiliate hotels to ensure that its high-quality standards are consistently maintained.

WorldHotel offers its hotels a wide range of services including sales services worldwide consortia contracting, specialist services in e-commerce, technology and online distribution, central purchasing for consumable items , seamless connectivity to all major global distribution systems and direct connections to more than 600,000 travel agent terminals worldwide and their own dedicated web portal for travel agents, Be Connected.



The Challenge

WorldHotels operates on the basis of constant improvement across all areas of its business and operations. At the core of its offerings is the provision of a suite of online services that support their member hotels to maximise their performance.

With the advent of the internet whilst the opportunities for hotels to broadcast their services have increased so has the complexity of managing the many distribution channels and associated rates.

“Our market is primarily composed of specialist high quality hotels that are not part of chains and therefore do not always have access to the systems that are required to remain competitive and take advantage of the many opportunities to distribute and market their hotel in the various existing and new distribution channels. We are able to offer vital

management systems and associated support that are both state of the art,” Conny Fuchs, Manager Global Revenue and distribution, WorldHotels.

WorldHotels offers a number of management systems the hotels are able to make use of. These allow the hotels to upload their rates which can then be made available to and accessed by specific and identified customers or customer groups. This system has to be regularly checked and maintained to ensure that the correct rates and rate levels are being offered by individual members and that closures are being kept to a minimum due to the complexity of the various systems the Automated Hotel Audit (AHA) has been developed to help hotels to monitor the setup of the various systems in an at a glance overview.

“Prior to implementing Blue Prism we checked all the information on our system manually. It would take approximately 45 minutes per hotel, or up to a month to check the information for all hotels” Conny Fuchs.

The Solution

With the manual effort required by WorldHotels to provide the overview and management information and ensure that the information was up-to-date it was determined that WorldHotel should move to automating as much of the process as possible. Blue Prism was identified as having the software tools to deliver this.

The Blue Prism system has been set up to automatically audit hotels and send reports to the hotel and the WorldHotel’s account manager as an email attachment. If an audit reveals a problem both, the hotel and the WorldHotels account manager, have a copy to discuss the setup and changes in detail. The rolling audit schedule is set up by Blue Prism to ensure

all the hotels are audited over a 28 day period.

Using Blue Prism gives WorldHotels a great deal of control and flexibility in that they can easily adjust the audit schedule, add new hotels and remove hotels that are no longer part of the community. Hotel contact details are also extracted from their systems, so if the target emails change Blue Prism will pick up the update.

“Through implementing Blue Prism not only have we saved time and money but it has allowed us to deliver information that enables our hotel community to optimise their business based on up-to-date and consistent data,”Torsten Rolke.

Using Blue Prism, WorldHotels has worked their way through their Central Reservation System (CRS), automating processes that were previously manual. Today through using the AHA, WorldHotels is able to show their hotels a snapshot of the current situation in a user friendly way. The Blue Prism software tool is able to automatically go into WorldHotel's systems to draw out and check data to allow key management reports to be created.

Following training and support from Blue Prism's professional services team in the initial set up WorldHotels are now able to use Blue Prism independently.

"The information provided by the AHA is of critical importance to the hotel management not least in assisting them in setting and managing their rates. We need to produce this information regularly in an efficient and cost effective manner whilst ensuring absolute accuracy at all times to ensure the hotel information is set up correctly," Conny Fuchs

The Results

- Significant reduction in process operating costs
- No changes or operational impact on existing systems
- Enabled WorldHotels to economically tackle new automation initiatives
- Helped to create an agile operating environment
- Reduced pressure on stretched resources
- Project delivered on time and to budget

"We have found Blue prism to be easy to use and has more than met our expectations in helping us automate previously time consuming tasks. Blue prism understood our business requirements very quickly. The software is very powerful and we highly recommend their professional services team who are knowledgeable, experienced and responsive to our needs," Torsten Rolke



About Blue Prism

As the pioneer, innovator, and market leader in RPA, Blue Prism delivers the world's most successful digital workforce. The company's software robots automate repetitive administrative tasks while meeting the requirements of the most demanding IT environments, where security, compliance, and scalability are paramount.

Blue Prism provides a scalable and robust execution platform for best-of-breed AI and cognitive technologies, and has emerged as the trusted and secure RPA platform of choice for the Fortune 500.

To learn more, visit www.blueprism.com and contact +44 (0) 870 879 3000 | +1 888 757 7476.