



Eynsham Hall drives revenue and fuels growth with Infor Hospitality technology

A Grade II listed mansion set in the heart of a 3,000-acre estate, Eynsham Hall has more than 130 guest rooms split across four buildings. In 2005, Cathedral Hotels acquired the property and instigated a £2.5 million investment program to refurbish the Hall and its facilities.

Through the growth resulting from this investment, the property developed a diverse guest portfolio. Approximately 30% of its business is conference-based, making use of 43 meeting rooms on site; 40% via online travel agents; and the remainder constituted by weddings and private events.

“When you come up the drive and see Downton Abbey, you don’t expect to have James Bond technology on the inside. It is important that the technology we use remains in keeping with the property and the expectations of our guests.”

Shaun Bowles
General Manager
Eynsham Hall

Eynsham Hall
“WHOLEHEARTEDLY”

HEADQUARTERS
Oxfordshire, UK

INDUSTRY
Hospitality

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DEPLOYMENT
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Delivering great guest experiences with cloud technology

As this growth increased business, it soon became apparent that the legacy systems in place were beginning to restrict the ability of the team at Eynsham Hall to exploit opportunities. Shaun Bowles, general manager, Eynsham Hall explains: "We had a legacy system with only basic reservation and check in and out functionality. The lack of visibility, revenue data, and automated property management processes meant that we were effectively running the business blind. We lacked the ability to make strategic decisions. We knew that business was increasing but we were in the frustrating position of not knowing how best to handle the growth opportunity in front of us."

Furthermore, the legacy system was facing support issues and could not integrate with third party booking sites. As a result, Eynsham Hall began a thorough review of the market to source and implement an integrated hotel management and revenue management system.

"Eynsham Hall has always been about the experience of the guests and that has guided our investment in the property and the technology. We don't just sell bedrooms, we deliver experiences. This is what our investment in Infor has realized – better decision-making capability to create a better experience."

Shaun Bowles
General Manager
Eynsham Hall

Business results and efficiencies



Improved productivity and efficiency with mobile and cloud technologies



Gained view of revenue data and property management processes



Increased direct bookings by 300%



Increased overall revenues by 32%

Deploying in the cloud

Infor was selected based on strong integration of the Infor EzRMS revenue management system with Infor HMS hotel property management system. Furthermore, Infor's attention to enhancing the guest experience aligned with the renewed focus for Eynsham Hall.

During the selection process, broadband capability at the hotel was improved dramatically, opening the option to deploy the solution via the cloud. Bowles continues: "We expected that the revenue and hotel management solutions would integrate as well as they do because they are both Infor applications. However, the responsiveness of the Infor team, and overall, the Infor focus on the guest experience were also strong reasons to choose Infor. The option to deploy via the cloud and transfer costs into operating expenditure rather than a big capital investment was also a big attraction. For us, cloud deployment with Infor ticked all the boxes for functionality and future proofing as well, so there really was only one choice in the end."

Gaining competitive advantage with strategic analysis

Deploying Infor EzRMS has led to a substantial improvement in the visibility of revenue for Eynsham Hall. Reservations, regardless of source, are fed directly into the revenue management system so the team now focuses on managing the reservation instead of simply booking it.

These reservations arrive via a variety of sources. The majority of channel management is now automated and direct business via the Eynsham Hall website has increased by approximately 300%. As a result, the distribution of room stock is a key capability.

The improvements in property operations have been no less dramatic. For example, implementation of the Infor HMS Housekeeping Mobile app had made a profound impact on upkeep of the property's 135 bedrooms across four buildings on site.

Rather than time-consuming calls or physically running between buildings to update on housekeeping and room preparation progress, housekeeping staff now simply use the app via mobile phones to notify management and reception when rooms are ready for inspection or to be occupied. At the start of the day, the app assigns rooms to be cleaned and notifies the housekeeping staff of any special requirements.

As part of the reinvigorated offering at Eynsham Hall and these improved processes, overall revenues have increased 32%. Bowles attributes about half of this to the improved revenue management technology and processes: "We always knew that we could increase revenue. We had high occupancy, driven by a good conference trade resurgence and strong group business at weekend. The missing piece of the puzzle was better reporting and the strategic changes that can be based on the analysis of that information. We now have revenue management capabilities that rival most major London hotels."

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