



## CASE STUDY

# Bot-Powered Breakthroughs: Elevating Hotel Rate Strategies with Automation

### Organisation Profile

A pioneering company in revenue management and profit optimization, established in 1989, has been serving the global hospitality industry with innovative solutions. Now part of a larger analytical software company, it continues to provide cutting-edge tools that help hotels and other hospitality businesses maximize revenue and improve operational efficiency.

### Industry

Hospitality

### Results

Process time  
reduced up to

# 80%

Process Completion  
Accuracy by Bot up to

# 95%

## Business Problem:

The company sought to automate daily hotel rate processes by comparing BAR rates and room categories and extracting price and rating information from various hotel websites. This streamlined solution enhanced efficiency in updating workbooks for both rate management and pricing strategies.

## Solution:

### BAR Rate Check for Hotels:

1. Opening Required Websites: Automated scripts open the necessary batch of hotel websites.
2. Fetching Room Category and Price Information: Navigation to each hotel website to extract room category and price details.
3. Updating Workbooks: Daily updating of workbooks with the extracted data to ensure efficient rate management and accurate pricing strategies.

### Rate Parity Check for Hotels:

1. Adding Claim Reminders: Automated reminders are added for existing claims to ensure timely follow-up and processing.
2. Creating New Claims: New claims are generated for non-existing claims using data from cover sheets, ensuring all potential discrepancies are addressed.
3. Sending Output Files: An output file with the processing status for each account number is generated and sent to end users, providing clear and updated information on the status of each claim.

## Challenges:

- Manual comparison of BAR rates and room categories across hotel brands.
- Daily updating of workbooks with extracted information.
- Manual extraction of price and rating information from various hotel websites.
- Daily updates of workbooks with the obtained data for price and rating.



## Business Benefit:

Implementing the Bot delivered substantial business benefits, achieving up to 95% process completion accuracy. This high level of precision ensured reliable operations without the need for technical supervision. Additionally, the Bot saved up to 80% of process time, significantly enhancing efficiency and productivity. These improvements streamlined operations, reduced costs, and optimized overall business performance.

## Key Stakeholders:

- Client's IT Department
- Bot Developers
- Engineers
- Quality Assurance Team
- Project Management Team
- End Users of the Bots



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