SHR

CRS | CRM | RMS

Hard Rock Seminole

The Seminole Tribe of Florida owns and operates the flagship Guitar Hotel at Seminole Hard Rock Hotel & Casino in Hollywood, Florida. Committed to innovation, it is one of the most profitable gaming entities in the world.

SUCCESS STORY

CHALLENGES

Seminole Hard Rock sought to ditch outdated direct mail campaigns targeting loyalty members, instead going digital to send dynamic rates, comp availability and personalized offers online, based off loyalty members' profile and value.

Online Redemption

Allowing loyalty members to login online and view their available comps and discounts is a complex problem that requires several systems to transfer critical data between them in real time. Custom development was going to be required to make it happen.

Fragmented Solutions

Executives were looking for one application that served both the internal central reservation team and the guest-facing online system. They wanted to give call center agents and guests both the ability to seamlessly book loyalty comps and rates that were yielded in real time based on supply and demand.

Lagging Functionality

Seminole Hard Rock wanted to deploy the solution across six properties initially, and wanted the booking experience to be quick, user friendly, mobile centric and featuring rich content.

SOLUTIONS & RESULTS

The enhanced loyalty marketing functionality was rolled into an entirely new booking engine, Central Reservation System (CRS) and e-commerce experience.

Find a Partner

Seminole turned to SHR for a custom CRS and booking engine in January 2020. SHR also connected with Seminole's PMS provider, Agilysys, and to Cendyn for revenue management integrations.

Digital + Call Center

SHR also built a CRS office application for Seminole's call center and added chat functionality to the guest-facing site so guests can ask questions and get information via a text-based chat tool.

Results Are In

"We have seen our mix of our online reservations increase by over 1,000 basis points," says Robert Levine, VP of customer care and hotel revenue optimization at Seminole. "In addition, average length of stay has increased by greater than 25%."

Deploying the new CRS also greatly improved team member efficiency. Training time for call center agents was cut in half.