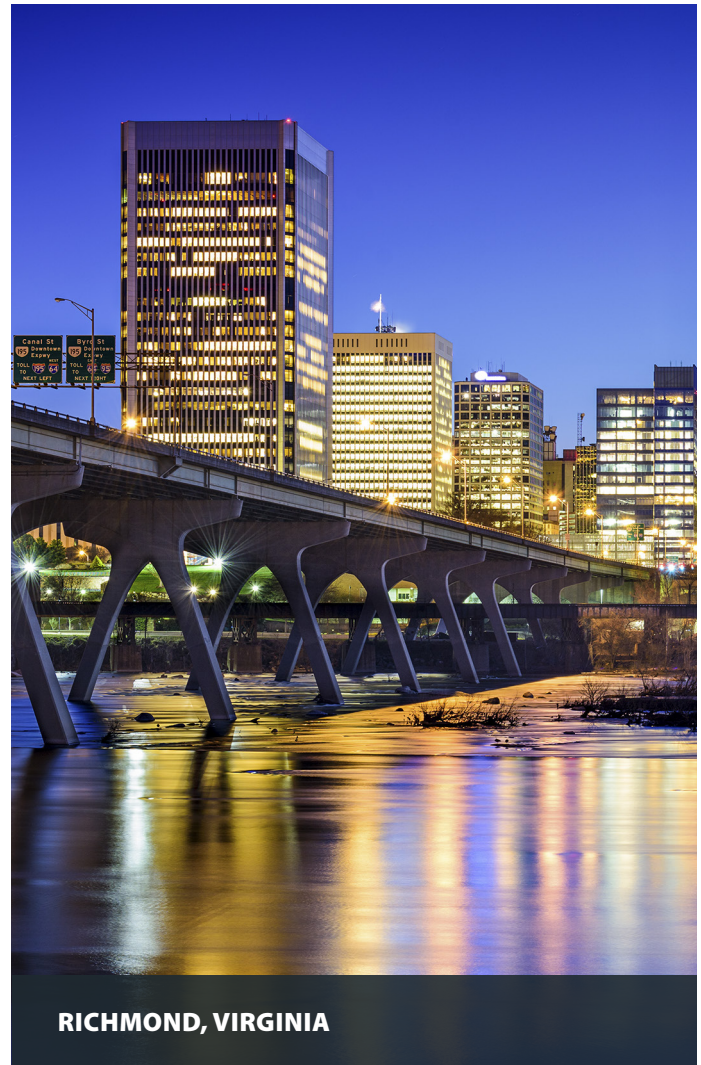**WEBREZPRO**

LINDEN ROW INN

Exuding elegance of a bygone era, Linden Row Inn welcomes guests to relax in a beautifully restored traditional setting while enjoying all the modern conveniences of today and warm Southern hospitality.

The historic boutique hotel is located in the heart of downtown Richmond, VA, and features 70 charming guestrooms, including seven suites, and a spacious boardroom and garden courtyard often used for weddings, special events and corporate meetings.

Comprising seven mid-19th-century row houses, this romantic inn is featured on the National Register of Historic Places. It stands on the property where Edgar Allen Poe spent his childhood playing in the gardens and, as an adolescent, first courted his lifelong love, Elmira Royster Shelton. With its rich history, elegant accommodations and gracious hospitality, Linden Row Inn is one of Richmond's most sought-after places to stay for discerning travelers.

RICHMOND, VIRGINIA

THE CHALLENGE

To provide the high level of guest service for which Linden Row Inn is known, hotel staff must be supported by systems that streamline operations and equip staff with the tools they need to enhance the guest experience.

Linden Row Inn's on-property, server-based property management system (PMS) was over 10 years old when the management team decided it was time to upgrade. Vishal Savani, Managing Partner at Linden Row Inn, pointed out many problems with their existing PMS, from an inability to set up group blocks to an outdated user interface that was tough to navigate and lacked graphical calendars.

- » **No reserved room allocation functionality for group bookings**
- » **Did not integrate with online distribution channels (OTAs, GDS, channel managers)**
- » **No credit card processing interface**
- » **Outdated user interface**

Because their legacy system didn't offer direct connections to online distribution channels staff had to enter GDS and OTA reservations manually, resulting in reservations slipping through the cracks and guests showing up to no rooms. Without a credit card interface as well, reconciliation between their credit card machine records and PMS was always problematic.

Savani and his team also worried about the risk of losing data if the computer that was running their legacy system was compromised and, with an ownership team based in a different city, they wanted to be able to access their data remotely. It was time for Linden Row Inn to look to the cloud for a PMS solution that offered:

- » **Direct integration with their online distribution channels, credit card processor and other hotel systems for greater efficiency and accuracy.**
- » **Remotely stored data for data security and off-site access.**
- » **Superior user friendliness and functionality to increase productivity and make life easier.**

THE SOLUTION

WebRezPro PMS offered Savani and his team the web-based solution they were looking for. In addition to providing secure access to their data from anywhere, WebRezPro offered comprehensive functionality that included established integrations with online distribution channels (and other technology partners), and advanced rate and reservation management features. "We also loved the fact that it was inexpensive and easy to set up," Savani said.

With just two live online training sessions conducted at the property's convenience, and supported by the online training manual and video tutorials, Linden Row Inn was set up and live with their WebRezPro system in approximately one month. "Our staff has been able to pick up WebRezPro fairly quickly. It's very intuitive and in this day and age of most people being savvy with web applications, most of our new staff ramp up rapidly."

Linden Row Inn's WebRezPro PMS features direct connections to the property's OTA partners, completely automating reservation management and greatly reducing overbooking. "We love that most major OTAs connect direct to WRP. We no longer have issues of 'phantom' reservations that were never entered into the system," said Savani. A PCI-compliant interface to their credit card gateway streamlines the payment process and according to Savani, "reconciliation of credit card payments is much simpler, thereby saving staff time."

WebRezPro's commission-free online booking engine for direct bookings is fully integrated with the reservation system and allows Linden Row Inn to sell various special packages, discounts and group rates alongside regular rates. It displays slideshows for each room type as well as close-match rates and dates to help increase conversions.

With WebRezPro's group booking folios, Linden Row Inn can manage all reservations within a group conveniently in one spot. They can set aside room blocks at special rates, and apply

"THE WEBREZPRO TECH SUPPORT TEAM IS THE MOST RESPONSIVE WE HAVE SEEN IN THE INDUSTRY."

charges and payments to a master invoice or to individual reservations within the group. "We can now track group blocks, make allocations, release them, and not have to worry about mistakes that cause us to oversell the hotel," said Savani. WebRezPro's hourly booking feature is also useful in managing events. "We find it extremely helpful in tracking multiple meetings or events on property on a given day," Savani commented.

Anywhere access is important to Linden Row Inn because the team works from different locations. Authorized personnel can securely log into their system from any computer, smartphone or tablet connected to the internet. "Now we can track check-ins and check-outs, run reports, enter reservations, fix mistakes, charge cards, etc. all remotely," said Savani. "It's also helpful if we have an internet outage on property or when auditing performance," he added.

The team at Linden Row Inn welcome innovation and are very supportive of product development within WebRezPro, often volunteering to beta test new features. Sometimes, during testing, they have encountered glitches in new functionality, which, according to Savani, have been rapidly addressed.

"From our perspective, the WebRezPro tech support team is the most responsive we have seen in the industry. Unlike many tech providers, they realize that our business is heavily dependent on their product, and so their team works tirelessly to address any questions, issues or problems rapidly. They are available day and night, and are extremely responsive," Savani said.

THE RESULTS

Linden Row Inn has been using WebRezPro PMS since August 2008. All original frustrations with their previous PMS were immediately addressed upon implementation of WebRezPro.

> » **Convenient group booking folios allow staff to easily set up and track group blocks**
> » **Direct integration with online distribution channels eliminates overbooking and saves time and money**
> » **Their credit card processing interface streamlines payment and reconciliation processes**
> » **Reliable and secure access to data from anywhere increases convenience and productivity**
> » **The intuitive user interface is easy for staff to learn and use**

Linden Row Inn now has a modern, cloud-based system that provides their management team with secure access to their data anywhere, any time. "Any of us can log on from any location at any time to look at the system, lend a hand, run reports, etc.," said Savani.

"ALL OF OUR RESERVATIONS COME THROUGH AN INTERFACE, AND MOST OF OUR OTAS ARE DIRECTLY CONNECTED. THIS HAS RESULTED IN SAVINGS OF THOUSANDS OF DOLLARS IN ANNUAL FEES."

WebRezPro's intuitive user interface delivers comprehensive functionality, of which fully automated reservation management—including group bookings and integration with online distribution channels and their credit card processor— was among the property's top priorities.

Direct connections to Linden Row Inn's OTA partners save the property money and lag time— which would previously often result in overselling the hotel. "All of our reservations come through an interface, and most of our OTAs are directly connected. This has resulted in savings of thousands of dollars in annual fees," commented Savani.

As well, approximately 25 percent of the property's total bookings now come direct (commission-free) through their WebRezPro online booking engine on their website.

Over the years, WebRezPro has continued to evolve with the progressing needs of Linden Row Inn and technological innovation within the industry. "Most tech companies in the travel industry take a lot of time to respond to support requests, and are inflexible when it comes to exploring new features or changes to the system to meet a client's requirements," said Savani. "We love the fact that the WebRezPro team is always quick to troubleshoot an issue, help us find a solution to something we are seeking to accomplish, and explore new features to meet our needs. The company's culture far surpasses that of any other tech providers we use."

LINDEN ROW INN

As Linden Row Inn's business grows, their WebRezPro PMS grows along with them. "We have also migrated to WebRezPro for a new property we purchased in North Carolina and intend to use WebRezPro for future additions to our portfolio," Savani stated.

Summing up, Savani says, "WebRezPro provides a solution that has a broad set of features, excellent tech support, reliability, cost efficiency, scalability as the business evolves and grows, and connectivity to major OTAs, channel managers and other tech solutions integral to today's independent hotel."

WebRezPro™ is a cloud property management system designed to meet all front- and back-office needs of independent hotels, hotel groups and chains, vacation rentals, campgrounds and hostels. Serving clients in 40+ countries, WebRezPro is a product of World Web Technologies Inc., a pioneering Internet marketing and software company for the hospitality industry. Visit **webrezpro.com** or call **1-800-221-3429** for more information.