BOUTIQUE HOTEL GROUP **MODERNIZES** AND **STREAMLINES** OPERATIONS WITH WEBREZPRO PMS

2 PROPERTIES

345 ROOMS

1 SOLUTION

MEDITERRANEAN INN
Come stay with us… It's all in the neighborhood.

BELLTOWN INN
Walk to everything!

CASE STUDY

Sister properties, **Mediterranean Inn** (180 rooms) and **Belltown Inn** (165 rooms) provide high-quality comfort and service excellence in the heart of Seattle. Offering modern, urban ambiance, warm hospitality, and panoramic city views from acclaimed rooftop terraces, this small boutique hotel group invites guests to experience Seattle like a local.

Top-rated for value, both properties are consistently praised by guests for their friendly, helpful service, rooms that feel like home, and convenient central-city locations.

From housekeeping to management, the entire staff at Mediterranean Inn and Belltown Inn are committed to the guest experience. The management team know that effective, automated operational systems are key to supporting staff so that they can continue to focus on the guest and provide superior customer service.

www.mediterranean-inn.com
www.belltown-inn.com

THE CHALLENGE

Maintaining the high level of guest service and satisfaction that both properties are known for was increasingly challenging with an outdated property management system (PMS) that was becoming an obstacle to automation and innovation.

"Our previous PMS would not integrate with the booking engine we wanted to use, was expensive to integrate with OTAs, was server-based rather than web-based, requiring additional PCI safe-guards and hassles and making remote access problematic, and, in general, just wasn't modern," said Brian Zaugg, the investor's local agent for Mediterranean Inn and Belltown Inn, who oversees and works closely with the properties' general managers.

An automated and integrated hotel tech stack is key to operational efficiency and seamless guest service, but their old PMS was essentially holding their data hostage.

In 2019, Zaugg and his team decided enough was enough. "Its shortcomings were too numerous, and too many modern companies couldn't or wouldn't integrate with them," said Zaugg. The time had come to find a modern solution that would support the properties' operational objectives and company culture.

Zaugg and his team conducted a thorough software selection process. "We looked at 8-12 property management systems at least briefly, and selected five or so to look at in depth. From there, we selected three finalists. This was a huge decision for us, and was complicated by selecting a new booking engine, a new website, a new CMS, and a new channel manager all at the same time.

So we needed to not only select the right partner for each, but we needed to ascertain that each would play nice with the others, that installation/switching could happen plausibly without destroying business in the meantime, and that contractual terms would be acceptable."
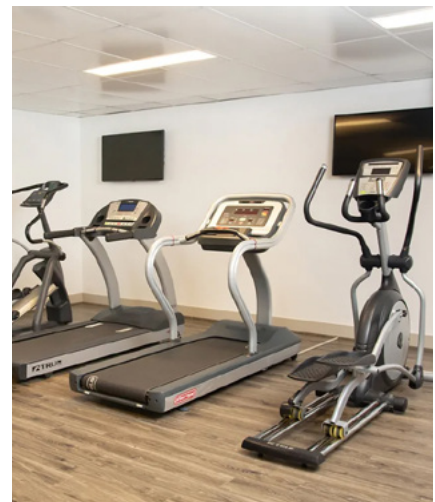
PMS
MUST HAVES

THE RIGHT INTEGRATIONS	100% WEB-BASED
CENTRAL ADMINISTRATION	STRONG SECURITY
MODERN + INTUITIVE UX	GO THE EXTRA MILE

Seattle Skyline

THE SOLUTION

WebRezPro cloud property management system offered the functionality, connectivity, and flexibility Mediterranean Inn and Belltown Inn needed.

"A variety of factors led to us choosing WebRezPro," said Zaugg. "This included recommendations from hotels we contacted independently who currently use WebRezPro, nearby proximity, the confidence we developed in [our WebRezPro account executive] Hanna, the product's modern look and feel, ease of access, and probably as much as any one single factor, WebRezPro's willingness to find solutions to any challenges we encountered either during the switch or after. This final factor, the most important, has been realized throughout the past 18 months or so, and really I think is the single biggest differential advantage that continues to attract us to your product. It's aligned with our company's culture, and frankly refreshing."

WebRezPro was up and running at both properties after a series of six live online training sessions coordinated between Belltown Inn's general manager and a dedicated WebRezPro onboarding specialist, while Mediterranean Inn underwent a room remodel. "By the time we were going live in March of 2020, the world was ending and our remodel was just completed," commented Zaugg.

Ramping up with a new PMS as operations ground to a halt with the arrival of COVID-19 did result in some blind spots. "We have had issues that ordinarily would have come up shortly after going live, but didn't because of the extraordinary reduced occupancy during the pandemic, and that didn't draw attention until we had resumed full operations some 14 months later. Issues were mainly related to integrations with other partners, but we did have a couple of exclusively WebRezPro issues that were quickly resolved through programming support, with exemplary communication throughout, and I couldn't possibly be more satisfied. I can't praise this quality enough – this is what will keep us with WebRezPro."

As a proven cloud PMS, WebRezPro provides Mediterranean Inn and Belltown Inn with remote, cross-device access, industry-best system security, direct connectivity with other hotel tech partners, centralized administration and reporting across both properties, and a modern, user-friendly interface.
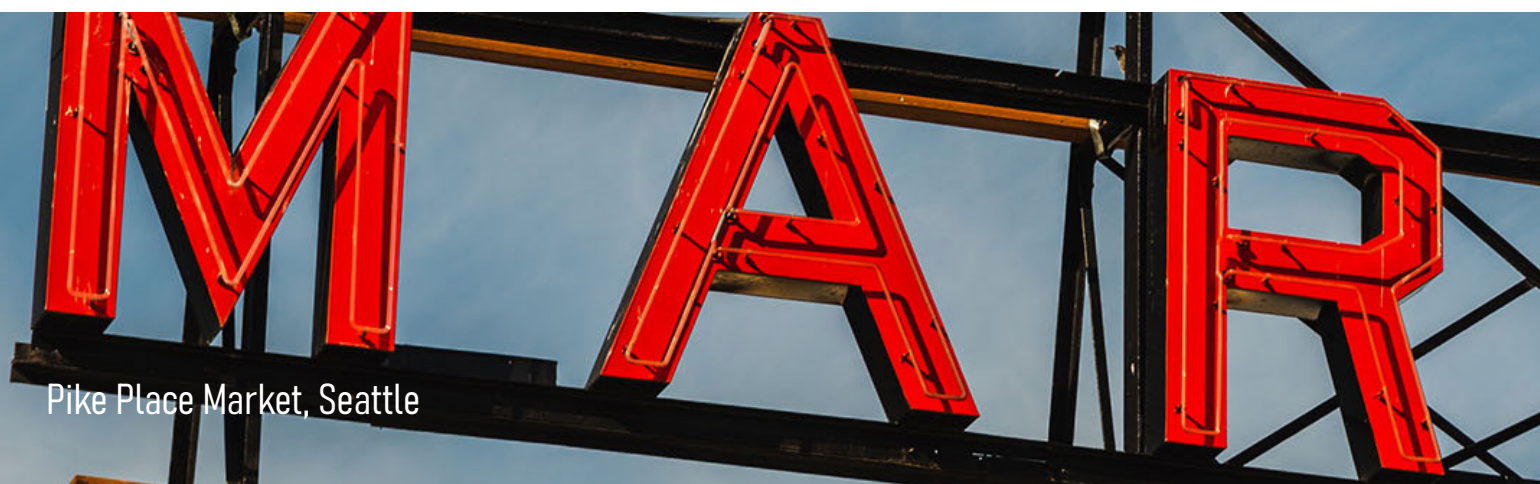
Pike Place Market, Seattle

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"WebRezPro is extremely intuitive and easy to learn. Training new staff on WebRezPro is far easier than on our previous PMS. I have recommended your PMS to another hotelier I'm close with whose hotel currently uses IQware."

"We have wonderful remote access to the PMS from anywhere on any device... I can also trivially switch from one property to the other, as can my core team. Housekeeping supervisors can access the system via a tablet from the rooms directly to update status."

Brian Zaugg, Mediterranean Inn and Belltown Inn

THE RESULTS

All operational objectives of the properties' PMS migration have been achieved upon implementation of WebRezPro.

Direct integration with the properties' OTA, OBE, CRM and guest messaging systems has automated manual administrative tasks and streamlined guest communications, and Zaugg feels confident ongoing and future connections are well supported. "WebRezPro has successfully integrated with all other related partners we use. Integration with our other partners has been successful, and for the most part trouble free. Where there have been troubles, your team has been angelic in their care and persistence in finding working solutions, even if it means working directly with outside companies (our partners) to jointly find solutions. I can't praise this quality enough."

WebRezPro's mobile-friendly user interface allows the system to be accessed securely and easily from any computer or mobile device connected to the internet—a much appreciated advantage for the management and housekeeping teams at both properties, and especially during the pandemic. "We have wonderful remote access to the PMS from anywhere on any device. Housekeeping supervisors can access the system via a tablet from the rooms directly to update status in real time."

Zaugg and his core team have access to centralized reporting across both properties for greater business visibility with WebRezPro's centralized administration module for hotel groups. Designated users can conveniently switch between

→ Successful integration with the properties' other hotel tech partners (OTA, OBE, CRM and guest messaging solutions)

→ Easy remote access to the PMS from anywhere on any device

→ Centralized administration and improved reporting across both properties

→ Real, hassle-free data security

→ A modern user interface that is easy to learn and use

→ Genuinely committed and responsive support and technical teams

properties without having to log in and out of each system.

"Reporting is significantly better," says Zaugg. "Reports are easy and intuitive, and very useful. Custom reporting is very helpful, and some accounting reports we needed that didn't exist were quickly created by your programming team."

The centralized administration module also enables a shared guest profile database to support guest service. Front desk agents at both Mediterranean Inn

and Belltown Inn appreciate "how lovely the guest profiles work for identifying and acknowledging repeat guests and greatly speeding up their bookings." Zaugg also praises the system search feature, which makes searching for reservations, group bookings, guest profiles, invoices and customers a breeze.

While approved staff have easier access to PMS data, effective system security measures, including PCI compliance, two-factor authentication (2FA), EMV certification, and SSL encryption, protect data from unauthorized access. "We no longer have to maintain a server onsite and all the vulnerabilities or potential vulnerabilities that come with that. 2FA for new logins means we can have passwords we actually commit to memory, instead of being forced to change passwords regularly. WebRezPro has real security, not security theater like so many of their competitors," commented Zaugg.

The teams at Mediterranean Inn and Belltown Inn got the modern, intuitive system they were looking for. "WebRezPro is extremely intuitive and easy to learn.

Training new staff on WebRezPro is far easier and faster than on our previous PMS. Ease of ongoing training is basically perfect," says Zaugg.

Aligned with the properties' operational goals and business vision, WebRezPro centralizes data and powers automation, streamlining front- and back-office tasks and supporting the business's guest-centric culture. WebRezPro is a partner that will continue to evolve and innovate together with Mediterranean Inn and Belltown Inn.

"I would, whole-heartedly, recommend WebRezPro to other properties without any reservation at all. WebRezPro is modern and integrates well with other modern companies' products, is extremely easy to use and to teach, and is sufficiently customizable. But their 'absolutely can do' attitude and remarkably helpful team are their biggest differential advantages over other companies' products and teams. This quality alone would require me to select WebRezPro every time given the option to do over again, and to recommend it unequivocally," stated Zaugg.

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— Brian Zaugg

WEBREZPRO

For more information about WebRezPro Property Management System, please call 1-800-221-3429 (toll free) or visit www.webrezpro.com.