



SHELL VACATIONS HOSPITALITY  
Business Traveler

Shell Vacations Hospitality  
[www.shellhospitality.com](http://www.shellhospitality.com)

### Products Used:

RedX  
GDS/IDS Connectivity  
Guest Connect  
Channel Connect  
Property Connect  
Call Center  
Voice Agent  
GDS Marketing

“We have a great success story with SynXis! The team really understand our needs and has been instrumental in helping us grow our revenues through their innovative products and services. The results speak for themselves.”

**Karen Johnson,**  
**Vice President, Sales and Marketing, Shell Vacations Hospitality**

## Shell Hospitality Incorporates Suite of SynXis Solutions, Boosts GDS Bookings by Over 40%

Shell Vacations Hospitality, a collection of 23 upscale international timeshare properties, needed a solution to help streamline their reservations process. Shell chose SynXis for its comprehensive CRS solutions to increase revenues and drive down overall costs.

### Challenges

- Taking advantage of the growing online distribution channel
- Reservation calls were going to individual properties and were not always efficient
- With a timeshare business model, owners lose money when rooms go unused so it is critical that rooms can sell quickly.
- Needed to have high conversion rates from prospects
- Property Management System (PMS) was not integrated to CRS

### Solution

- Re-launched website with the SynXis booking engine
- Routed all phone calls to SynXis Call Center, available twenty-four hours a day, seven days a week
- Added SynXis' GDS Marketing with Sabre's Hotel Spotlight, a service that strategically positions properties on a travel agent's shopping screens
- Implement Property Connect, the 2-way PMS interface between Opera and RedX

### Results

- GDS bookings for same store sales increased by over 40% year over year
- New SynXis booking engine helped increase website sales by over 46% on same store year over year sales.
- The SynXis Call Center increased call conversions each month, and is now at over 16% conversion rates.
- 2-way Property Connect scheduled for November 2008, to provide a true single-image of inventory at each property, in real-time.