

## Hospitality Net - Article

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### Great Addresses Chooses Advantage Reserve to Provide Toll-Free Call Center Support

*TravelCLICK's iHotelier CRS Utilized to Access 'Live' Room Inventory*

19 November 2008

NEW YORK | Advantage Reserve, LLC, a leading provider of high-quality voice reservation and website booking services to the hospitality industry, announced that hotel owner and operator Great Addresses has contracted with the company to utilize its pay-for-performance call center services. Advantage Reserve is handling all reservation calls for Great Addresses' two Washington, D.C. hotels—the 170-room Carlyle Suites and 150-room Savoy Suites Hotel—from 6 p.m. to 9 a.m. daily, around the clock on weekends, and for overflow calls during normal business hours.



ADVANTAGE RESERVE

When calls for the two Great Addresses hotels are answered by Advantage Reserve agents, they access the hotels' room inventory through TravelCLICK's iHotelier central reservations system (CRS). Reservations made through iHotelier are immediately visible to staff at the two hotels. Advantage Reserve's pay-for-performance model has enabled Great Addresses to realize increased revenues without the added cost of salary.

"Through iHotelier we can give callers accurate information on availability and maximize the amount of revenue for the hotels," says [Linda Cinquegrani](#), reservations manager for Advantage Reserve. "It is user friendly and the hotels can offer packages. Having seamless access to live inventory is vital for a call center."

#### A Reliable, Cost-Effective Solution

"Using Advantage Reserve has opened up my eyes to the need for phone coverage during the day," says [MarcAnthony Crimi](#), vice president eCommerce & Revenue Management for Washington, D.C.-based Great Addresses. "Their pay-for-performance business model is great. There are usually toll calls you have to pay for, whether the call is converted or not. There are also no start-up costs. I have the confidence that my calls are going to be answered.

"I was especially pleased when Advantage agreed to utilize iHotelier by TravelCLICK, my existing on-property central reservation system," Crimi adds. "By Advantage using that technology to process reservations, my hotels are able to easily manage rates and inventory from a single platform."

TravelCLICK's iHotelier is the preferred CRS for independent hotels and hotel companies. TravelCLICK's mission blends well with that of Advantage Reserve, which is also focused on streamlining the reservations process for independent hotels, boutique properties and management companies.

"We are excited that Great Addresses has selected our company to provide reservations support," says [Robert Wilson](#), CHA, president of New York-based Advantage Reserve. "Being able to seamlessly book into iHotelier makes it even more gratifying, knowing that we can not only help the Carlyle Suites and Savoy Suites properties, but any other independent hotel that uses TravelCLICK."

#### Multilingual Agents Available

Advantage Reserve's private label, toll-free voice reservation service is a low-cost way to make the first guest touch point a positive experience. Hotels don't pay unless a reservation is booked. Because the company's multilingual agents are seasoned hoteliers trained to be knowledgeable of each hotel Advantage Reserve represents, the guest never knows the reservation agent is not sitting in the hotel.

Advantage Reserve's pay-for-performance model enables hotels and management companies to realize increased revenues without the added cost of salary. Advantage Reserve's agents are available 24 hours a day/seven days a week. Call handling is also available to those hotels that only need reservation assistance after

hours or during peak call volume periods.

Advantage Reserve provides continuous quality evaluation of the call experience through analysis of talk time, speed of answer, abandon rate and conversion rate. The company provides incentive programs to its agents and ongoing training to keep them up to speed on the features and benefits of its customer's hotel.

### **Custom Web Booking Engine**

In addition to providing private label, toll-free voice reservation service, Advantage Reserve also offers a real-time, easy-to-use custom Web Booking Engine for hotels not currently using TravelCLICK. Because the extranet used for the voice reservation service and Web booking engine are the same, rates and other hotel information need only be updated once.

The hotel client has complete access to the extranet. The intuitive and graphical platform allows travelers and travel agents to book directly on an existing website in four simple steps. Hoteliers can access inventory, marketing statements, digital images, availability and rates for individual or multiple room requests. Secure credit card transactions ensure guest privacy, and e-mail confirmations, cancellations and changes are sent immediately to the guest. The Advantage Reserve Web Booking Engine helps increase hotel revenue.

For those hotels that do not currently have GDS connectivity, Advantage Reserve can provide a seamless connection to more than 600,000 travel agents worldwide via Amadeus, Galileo, Sabre and Worldspan.

Advantage Reserve's account managers are available to assist with revenue and channel management decisions. The company provides automated distribution of bookings to a hotel via e-mail or facsimile, and can also provide electronic GDS production reports. Advantage Reserve also offers 24/7 toll-free customer support for hotels, management companies, guests and travel agents.

Advantage Reserve's services are currently available throughout the United States. For additional information, call (212) 989-3684, e-mail [info@advantagereserve.com](mailto:info@advantagereserve.com), or go to [www.advantagereserve.com](http://www.advantagereserve.com).

**About Advantage Reserve, LLC:** Advantage Reserve is a provider of high-quality central reservations services to the hospitality industry. The New York-based company serves independent hotels and management companies and provides exceptional customer support including Voice Reservation Services, Website Booking Services and Global Distribution System connectivity to Amadeus, Galileo, Sabre, and Worldspan. For more information about Advantage Reserve, go to [www.advantagereserve.com](http://www.advantagereserve.com) or call (212) 989-3684.

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