

Scenic Hotel Group moves ahead with Pivotal

Scenic Hotel Group recently selected Fusion5 to implement CDC's Pivotal CRM software to run its front office operations.



Scenic Hotel Group is a proudly New Zealand owned company with 17 quality hotels, stretching from Paihia in the North, to Gore and Queenstown in the South. Scenic Hotel Group operates two separate brands Heartland Hotels and Scenic Hotel Suites - these properties are located in New Zealand's favourite holiday locations and in some of the main cities on both islands.

Scenic Hotel Group went to market seeking a CRM Solution and a vendor to implement a solution as a central repository for client related information, integrated with other back office and front office systems such as their Property Management System, the Website and Loyalty Programs. Scenic Hotel Group scanned the market for likely suppliers, drew up a shortlist and evaluated its options.

Following a rigorous selection process according to Piers Hutchings, Scenic Hotel Group IT Manager, Fusion5 and Pivotal were chosen for the following reasons;

“Scenic Hotel Group sought a CRM solution to aid in creating a more effective and efficient sales force, developing client relationships, while increasing stays and revenue across all market segments. We chose Pivotal CRM because it met the bulk of our business needs, without major customisation, but had the flexibility to adapt to the complexities of our industry where necessary”.

Initially the system will be used to assist the sales staff in keeping track of all activities and interactions with clients and prospective clients. In addition to the deployment of desktop and laptop client machines,



Scenic Hotel Group has issued its sales staff with iPads. The iPads will be used to access client and prospect data and provide an innovative means for presenting the various accommodation and conference options that the hotel group offers.

It is envisaged that further down the track the system will be extended to other regions and will be accessed by a number of additional users.

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Tracking Performance in real-time with Smart-TMS Business Intelligence (BI)

Industry Training Organisations (ITOs) are facing increasing pressure and scrutiny around accountability for public funding and the outcomes provided. Recently ITOs have made news headlines with Tertiary Education Commission (TEC) announcing the details of funding received by ITOs for trainees who have not been achieving any credits toward their qualifications.

With Fusion5's release of Smart-TMS BI 2, ITOs will now be able to get real-time insight into operational and trainee performance across the complex data and processes required to support the facilitation of learning. Smart-TMS BI 2 now provides ITOs with out of the box performance measures and to ensure key risk metrics are measured and managed properly.

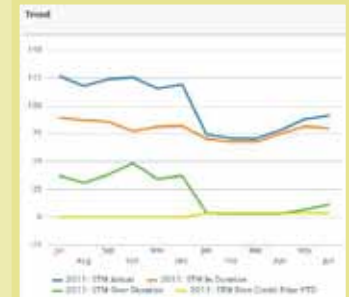
One of the key challenges has been to see this information in a format that will allow operations teams to action items accordingly. With the Smart-TMS BI solution ITOs can track the trends of trainee Standard Training Measures (STMs) performance to establish if operational initiatives are having the desired effect.

Smart-TMS BI 2 allows ITOs to set targets for significant KPIs such as STMs, completions and over-duration limits and track these by team, department or account manager.

Simple dashboards and dials also highlight organisational performance metrics.



Quickly see the programme sectors having the biggest impact on performance



STM performance at a glance... Compare the gap between STMS in duration and over duration and STMS with zero credits achieved



Track STMs and forecasts easily based on enrolment planned end dates

For more information on Smart-TMS BI 2, please contact sven.martin@fusion5.co.nz or call +64 (09) 379 0525.

