



Case Study Facts:

CLIENT: First Call Hospitality, Inc.

DIGITECH SYSTEMS RESELLER: myDigitalOffice

PROBLEM: Error-prone night auditing processes

SOLUTION: ImageSilo®

RECOGNIZED BENEFIT: Night auditing is faster, reports are more accurate, and they save over \$10,000 per year.

What if Your Hotel Could Reduce the Time Spent on Daily Reporting by 90%?

Managing over 17 hotel properties can be challenging, especially when the software you use **doesn't provide accurate reports**. According to Heidi Wilcox, CEO at First Call Hospitality, "We had another system in place that was supposed to help us with automation, but instead, it just caused more headaches. We knew we needed to find a solution that actually worked." Wilcox was already working with myDigitalOffice for archiving purposes and was excited to find out they had a custom cloud-based solution that could finally help them improve the accuracy of their data and automate processes.

After implementing ImageSilo, a cloud-based Enterprise Content Management (ECM) solution and the custom solution from myDigitalOffice, First Call Hospitality has improved reporting efficiency, increased data accuracy, and saves over \$10,000 a year by eliminating storage costs.

Key Benefits

- Time spent on daily reporting processes has been reduced by 90%
- Reports are more accurate now that reporting has been automated
- Eliminating storage costs is saving over \$10,000 per year
- Each property converted to the new system in less than three days

The Situation

First Call Hospitality specializes in property management and development in the United States and is based out of Fargo, ND. They provide full service and focused service hotel management services. First Call Hospitality is an experienced hospitality management company looking to grow across North America. They currently manage 17 properties with 115 rooms.



In the hospitality industry, manual reporting is very common. Nightly reporting traditionally is done by compiling faxes, mail for the day, and emails. Next hotel employees run the reports manually. **"It would take several people about two and a half hours to run the reports at night," said Wilcox.** "Because so many people were involved, something was always wrong and someone was always going back in and fixing or adjusting items."

Not having access to accurate reports also **had an impact on customer service**. **"For example, we didn't know how much weddings or group rates were actually bringing in," said Wilcox.** "Being able to budget, run marketing, and improve these services for our guests was just a guessing game."

Not only was reporting not accurate, they were also running out of storage space and had to spend money on offsite storage to archived tens of thousands of pages of reports. It became apparent to Wilcox that **getting rid of the system that wasn't working** would make the night audits run faster, improve report accuracy, and save money.

The Solution

First Call Hospitality worked with myDigitalOffice, a Digitech Systems reseller to automate their manual processes. myDigitalOffice has created two modules that integrate with ImageSilo. First Call Hospitality uses the myPerspective module so they can login to a single system and monitor the nightly revenues, promotional rates, and sales information. The

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other module they use is called the Paperless Night Audit that automatically generates and sends reports at the end of each day. Together, these modules have eliminated manual processes and **reduced costs with a fast implementation time.** “We started rolling out this solution in March and it only took us 45 days to get all 17 properties up and running,” said Wilcox. “The process has been very quick and easy.”

Recognized Benefits

Today, the night auditors have to gather fewer reports, saving time and money. In fact, most reports are automatically pulled **directly from ImageSilo.** “The night audits used to take at least two and a half hours before,” said Wilcox. “But now the processes is 90% faster because the reports are run by only one person in less than 30 minutes.”

Customer service has also improved because stakeholders now have access to consistent market data and are able to make better decisions for the business.

“Being able to view revenue reports that are segmented by rate type helps us with marketing, budgeting, and ultimately helps us improve the customer experience for our guests,” said Wilcox.

“Thanks to ImageSilo and the Paperless Night Audit module we now have the data we need at our fingertips. We can go back and look up anything we need and don’t have to recreate it. This has been the biggest win for us as it has helped us increase our revenue.”

- Heidi Wilcox, CEO

Since fewer people are involved, the reports are more accurate, because First Call Hospitality can rely on a software solution that actually works. “Before with the old systems, we were always fighting with it and it was an error-prone manual process. Now thanks to the Paperless Night Audit I know the reports are correct,” said Wilcox. “Instead of fighting with the system, I can just focus on pulling the data I need.”

According to Wilcox, being able to get rid of the outside storage units has been able to save a lot of money as well. She said, “Thanks to ImageSilo, we save anywhere from \$50-\$100 a month not having to pay for storage anymore. We manage 17 properties so that is saving us over \$10,000 per year.”

By far the biggest benefit that Wilcox notices is that **they don’t have to re-create data anymore.** “The old system **didn’t save** historical paperwork. But now thanks to ImageSilo, I can look up the information I need from any time period because it is always there,” said Wilcox. “Working with myDigitalOffice and this new system has been really great because I can do so much more than I ever could before.”

About myDigitalOffice

myDigitalOffice offers custom solutions for the hospitality industry. They have created two modules that integrate with ImageSilo and have helped hundreds of hotels implement cost-effective, time-efficient solutions to reduce manual reporting processes. The first module is called myPerspective, which integrates multiple systems into an all-in-one dashboard that makes it easy to view information related to a property. Users can login to a single system and monitor nightly revenue, promotional rates, sales information, and more. The second module is called the Paperless Night Audit, which automatically generates and sends the reports needed for reconciling the activity for the day. Together, or separately, both modules can increase the efficiency of any hotel, helping them eliminate manual processes while reducing costs. To learn more about myDigitalOffice, visit mydigitaloffice.com or call 206.438.9957.

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