SUCCESS STORIES SERIES

Oasis and Paraty Tech balance direct channel sales

PARATY
— T E C H — / OASIS

The goal with Paraty Tech was to balance sales between the voice channel and the official website

Fernando Pereira, Chief Digital Officer at Oasis Hotels & Resorts
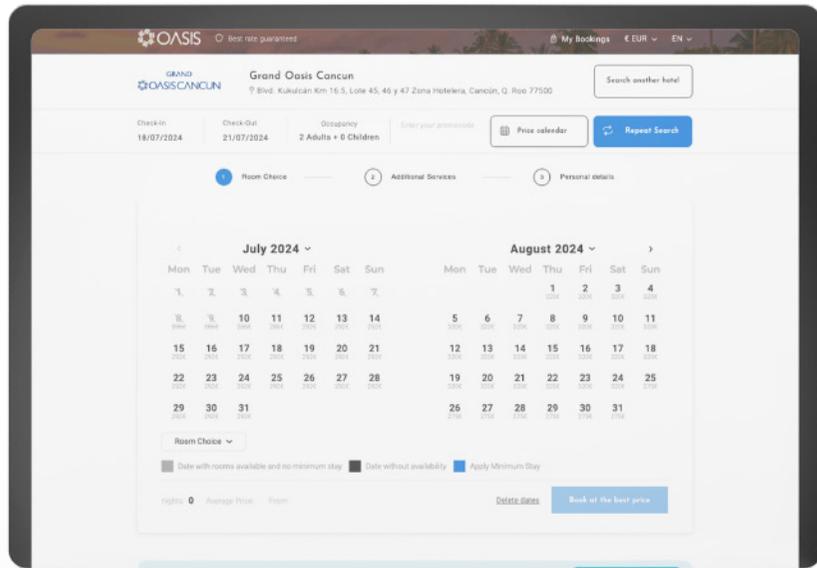
The leading hotel chain in Mexico, Oasis Hotels & Resorts, has 9 properties located between Cancun and Tulum, with a total of 2,500 beds in the Mexican Caribbean.

Of its nine properties, seven are categorized as traditional all-inclusive resorts. The other two hotels in the chain are urban.

Our paths crossed a year ago, and although this client has significantly increased the level of demand, it has also committed itself to the project to the maximum, creating TEAM with us.

This partnership has made us better. Thanks to them, we have cemented our position as the booking engine with the most inventory in the Cancun Hotel Zone.

SUCCESS STORY

FULL COLLABORATION PROJECT
PROVIDED SERVICES

BOOKING ENGINES

Latest version of our booking engine with new and very interesting features for Oasis Hotels & Resorts.

PARATY LOYALTY

Oasis Rewards Loyalty Club, with different levels of membership based on the number of room nights accumulated.

REVENUE MANAGEMENT

Price Seeker, for parity and competitor monitoring and Business Intelligence with multiple customized dashboards.

PARATY DIGITAL SUITE

SEO, SEM (mainly Google Ads) and Paraty Metas, for connectivity and campaign management in metasearch engines.

CALL SEEKER

More professional management of your voice channel, essential for unifying online and offline tariffs.

PARATY TECH / OASIS

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Sales Performance
Year Over Year

Legend:
- ● Voice before
- ● Voice now
- ● Web before
- ● Web now
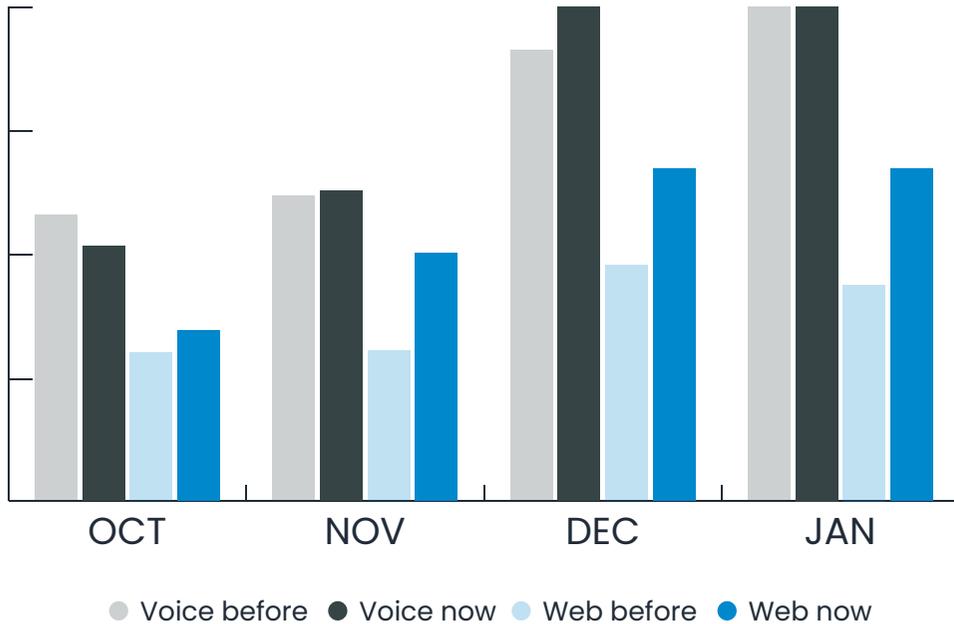
The main problem that Oasis Hotels & Resorts had when they contacted us was not the volume of sales, but the imbalance between the direct channels and the lack of control or consistency in the pricing structure.

The goal was to increase the volume of bookings through the website without compromising telephone sales.

A change of this nature naturally requires a period of adjustment. In this case, there were no significant changes during the first months of operation, which was already good news (no news, good news).

However, the first positive results of the partnership between Paraty Tech and Oasis Hotels & Resorts appeared as early as October 2023. In that month, direct sales through the official website increased by 14.8% compared to the same period of the previous year.

Similarly, just one month later, in November, online bookings increased by 64.7%, and since then the increase has remained above 40%.
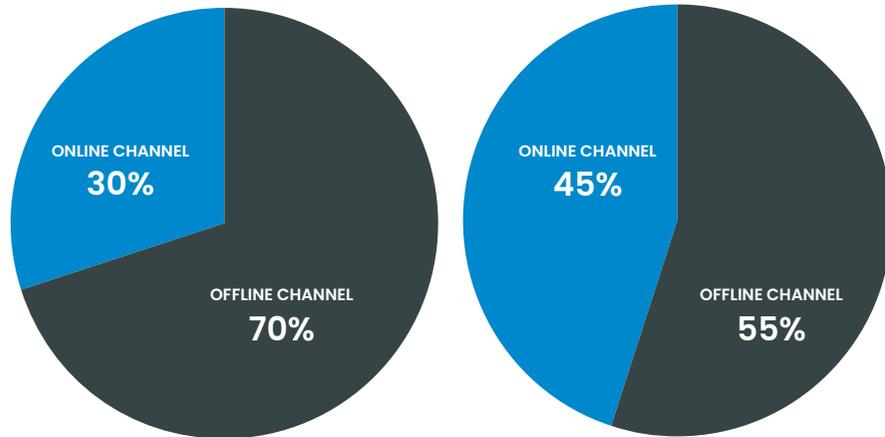
In December 2023 and January 2024, online direct sales increased by 40.7% and 45.6% respectively compared to the same period of the previous year.

2023-2024 VS. PREVIOUS YEAR

SUCCESS STORY

Share of Direct Channels
Evolution of Online channel vs Phone Ratio

ONLINE CHANNEL
30%

OFFLINE CHANNEL
70%

ONLINE CHANNEL
45%

OFFLINE CHANNEL
55%

In the words of Fernando Pereira, the company's CDO, "T*he good news is that the channels are leveling out. The call center is growing at a slower pace, but the initial goal was to remain stable while Web sales increased*". And we refer to the data. The chain has gone from 70% of bookings by voice and 30% by web to 45% by the official website and 55% by the call center.

Call Seeker
Improvised Starring, by Ring2Travel

Call Seeker is one of our most successful launches to date. Designed to help hotels make the transition to a professional phone service, the tool integrates with the hotel's booking engine, payment gateway, loyalty programs and CRM.

It also allows you to create quotes and send pre-booking links. The data speaks for itself: up to 65% of all offers sent with Call Seeker result in a booking.

"The implementation of Call Seeker had a lot to do with the control of the voice channel. It allowed us to match 100% of the prices offered on the website. Thanks to this tool, we have been able to implement a single tariff, integrated with our loyalty programs and, in short, regain control of the entire direct channel, online and offline," Fernando concludes.

# DEVELOPMENTS AND ENHANCEMENTS SPECIFIC TO OASIS HOTELS & RESORTS

NOTIFICATION

Create a system that notifies suppliers of each travel package after each sale.

SEGURITY

Improved security of booking confirmation messages by integrating a QR code.

RESERVE MANAGEMENT

Easily transfer reservations between hotels and streamline data export in Excel format.

INTEGRATION

Paraty Tech integrates its tools with Oasis analytics providers.

SALES MANAGEMENT

Improve service through integration with Zendesk and its sales management software.

PARATY TECH / OASIS

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UPGRADES
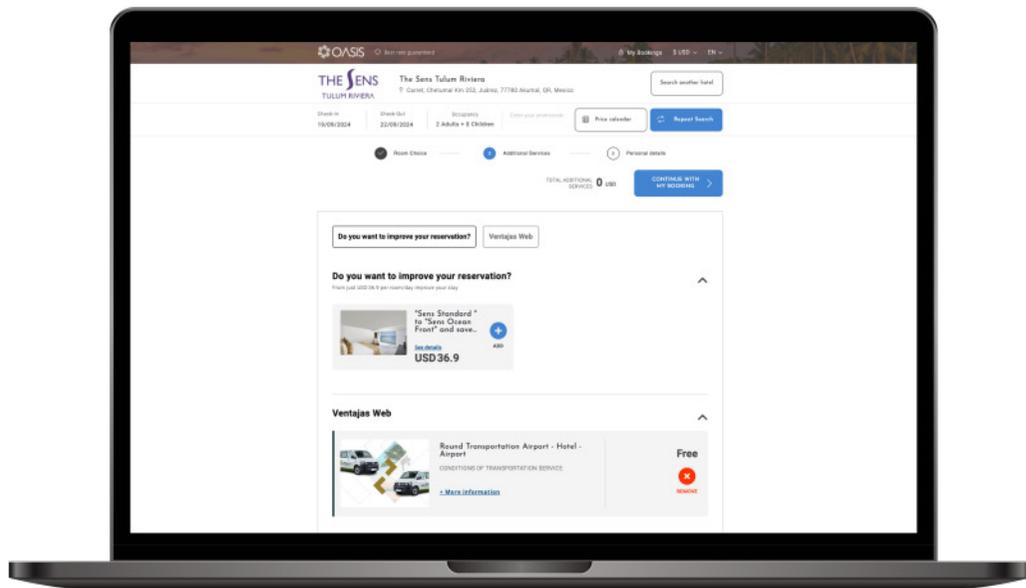
PAYMENT LINKS

Optimize the booking process: Incorporate enhancements that allow for group grading prior to finalizing the transaction.
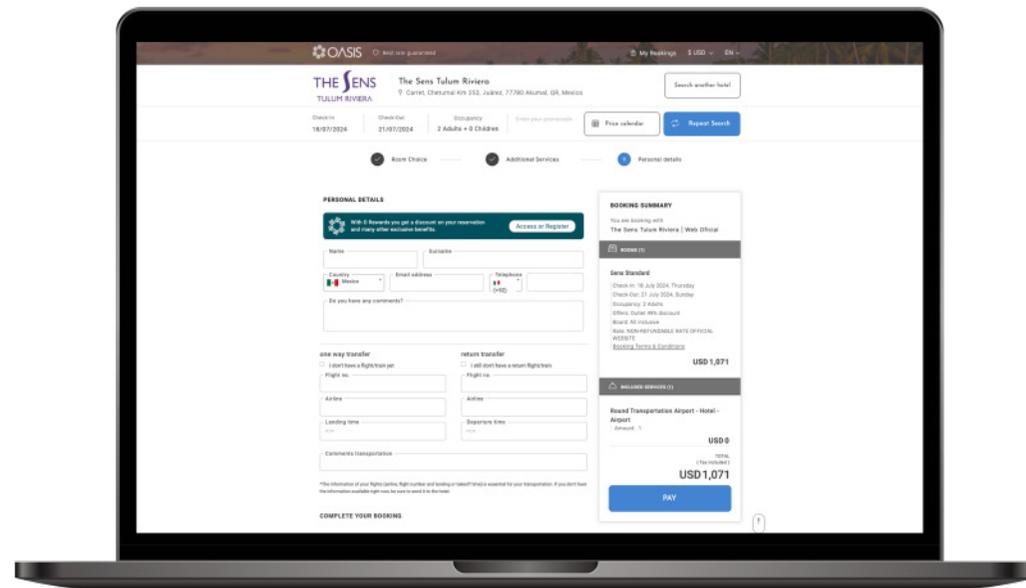
Integrate payment links: Ensure that customers pay for their stay before they arrive at the hotel.

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SUCCESS STORY

WHAT DOES THE NEW SEASON HAVE IN STORE FOR US?
THERE IS STILL ROOM FOR IMPROVEMENT

CONCLUSIONS

Although there is always room for improvement, the results achieved so far are much better than in previous years.

With an average increase of 55% in direct bookings through the website, the official Oasis website has managed to balance the volume of sales with the voice channel without affecting the latter, thus fulfilling one of the main objectives of the project.

IMPROVEMENTS

Moving forward hand in hand with great customers pushes us to make our solutions more efficient. In less than a year we have implemented:

- Refactoring **Loyalty Programs** to be more flexible and scalable.
- Sell independent services such as the **Day Pass**.
- **Multiquoting using Call Seeker**.
- Integration with **Stripe**, including a multitude of business rules.

ACHIEVEMENTS

- Increase **direct online sales** without losing offline sales.
- Unified pricing structure.
- Increased conversions on paid social, where **ROI** increased tenfold.
- Reduction of payment gateway failures with **Paraty E-Payments**.
- Maximum fluidity, flexibility and **direct contact** between teams, keeping our customer service at a very satisfactory level.

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Paratyworld