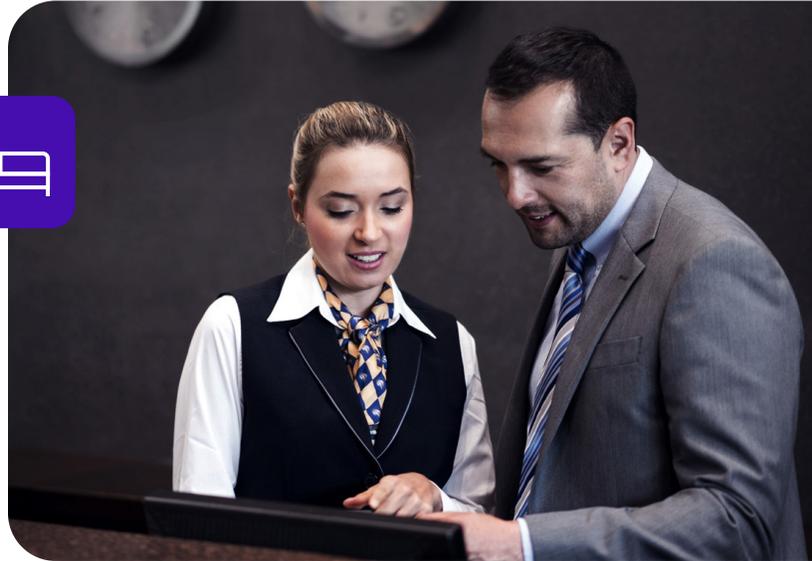# How Swire Hotels elevated its customer experience delivery

Overview

Swire Hotels enhances operations with Infor's solutions

Founded in 2008, Swire Hotels is a group that develops and manages individual luxury hotel brands in Hong Kong, Mainland China, and the United States. Each location has a distinctive design and personality that reflects a deep appreciation for aesthetics and design. Swire Hotels differentiates itself by offering world-class, high-touch, and high-contact service to create authentic experiences that are tailored to each guest's needs and preferences.

> We needed a system that could support our operations, our needs, and more importantly, the requirements of the countries we operate in.
>
> - ZELOTES LAM, ASSISTANT DIRECTOR OF OPERATIONS AND EFFICIENCY

Challenge

Siloed operations and information across properties leading to inconsistent service delivery.

Infor Solution

Infor Hospitality Management System (HMS)

Infor Hospitality Analytics

Infor Sales and Event Management

Outcome

Standardization through connectivity and automation for greater efficiency and flexibility.

Challenge

Siloed operations stifled business flexibility

Swire Hotels had multiple systems that made it difficult to keep data up-to-date
and consistent, with each hotel having its own information upkeep.

With properties worldwide, Swire Hotels
needed a solution that could standardize
operations and facilitate flexible and
secure data management while ensuring
compliance with local laws and regulations.
Resolving these issues was crucial for the
group to navigate the fast-changing demands
of the market and adapt to the needs and
preferences of guests.

**Infor
Solution**

Enabling enterprise-level management with Infor's solution

Infor Hospitality and Infor Sales and Event Management provided an easily integrated
solution that improved organization-wide efficiency.

By partnering with Infor Hospitality, Swire Hotels had a comprehensive solution to
tackle its business challenges. Through enhanced connectivity and automation,
it revealed an enterprise view of its business and enabled management to not only
measure and manage performance but also act on critical key performance indicators
(KPIs). The continuous collaboration and support between Swire Hotels and Infor
Hospitality continues to be a key element in the expanding relationship;
from adherence to local laws to implementing customizations. Infor Hospitality
continues to play an important role in supporting Swire Hotels' key
differentiator: Service.

**Any ideas that we had, there was always a suggestion, solution,
or roadmap working towards it.**

- ZELOTES LAM, ASSISTANT DIRECTOR OF OPERATIONS AND EFFICIENCY

Outcome

Streamlined operations with speed and accuracy

Infor's solutions allowed Swire Hotels to streamline and automate many customer-facing processes while granting visibility into operational statistics.

Standardize and streamline customer experience

Mobile apps save time while ensuring consistent and fluid service across hotels for guests through in-room check-in and paperless registration.

Reduce manual processes and effectively manage performance

Automatic report generation and management gave Swire Hotels a comprehensive view of operational statistics and performance KPIs globally.

Drive efficiency and enhance data accuracy

Centralized customer relationship management allowed Swire Hotels to manage accounts from initial interest to event execution using a single solution.

The hospitality solutions have allowed us to be more flexible and pivot with the industry's change."

- ZELOTES LAM, ASSISTANT DIRECTOR OF OPERATIONS AND EFFICIENCY

About Infor

Infor is a global leader in business cloud software products for companies in industry specific markets. Infor builds complete industry suites in the cloud and efficiently deploys technology that puts the user experience first, leverages data science, and integrates easily into existing systems. Over 67,000 organizations worldwide rely on Infor to help overcome market disruptions and achieve business-wide digital transformation.

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