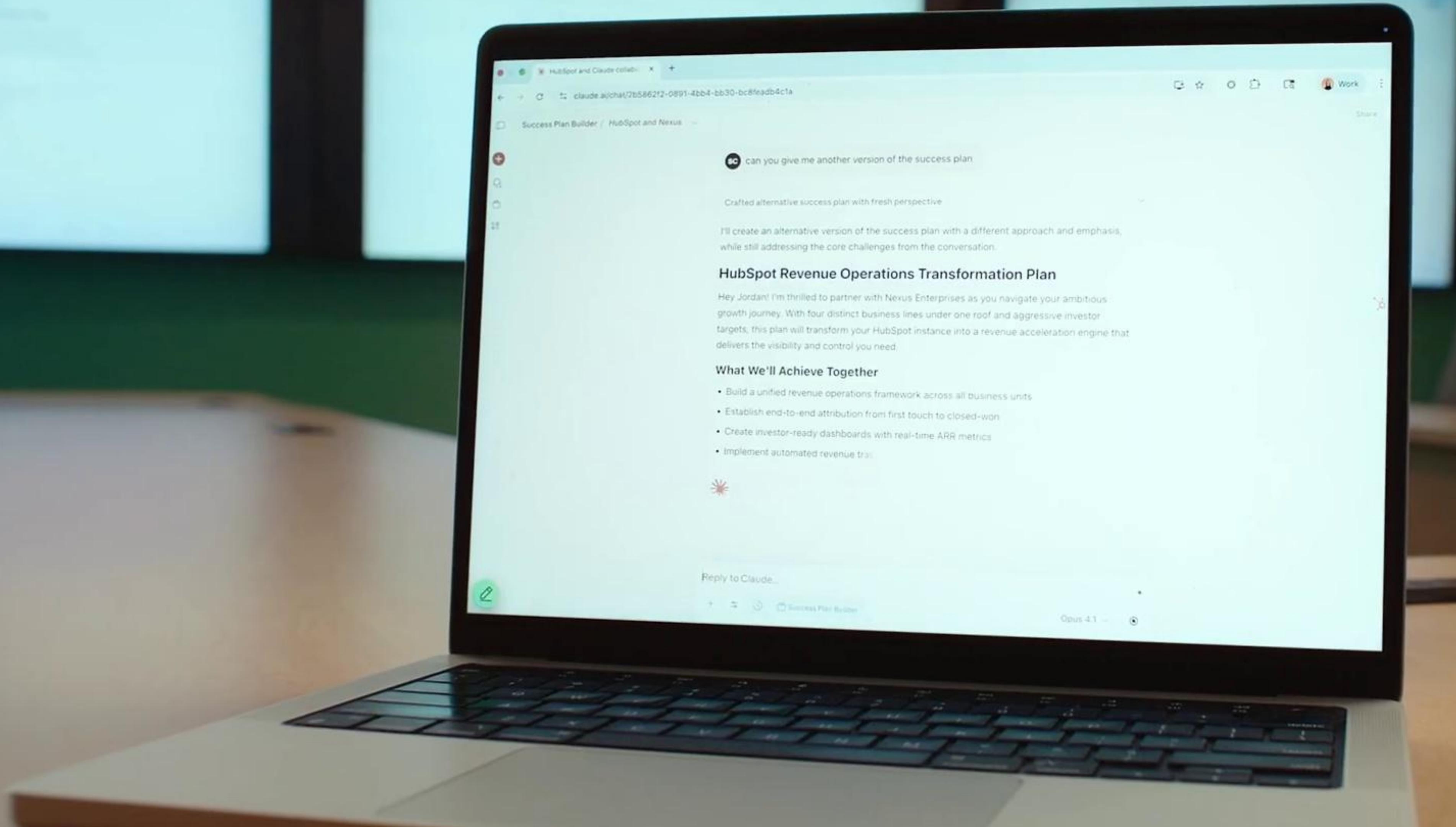


Time: 00:00





I'm a Customer Success Manager, and I just finished this call with a customer. I've also attached a couple of resources from our knowledge base that might be relevant.

Can you help me:

1. Identify the customer's real underlying concern (not just what they said on the surface)
2. Recommend a strategic approach for my follow-up
3. Draft a follow-up email I can personalize and send

I'll analyze the call and help you develop a strategic follow-up approach.

#### 1. Underlying Concern

*Surface level: Jennifer needs better reporting capabilities to pull time-to-resolution trends.*

\*



Seasonal revenue patterns for boutique hotel pricing

2. **The November dead zone (Nov 8-17):** This is your biggest problem. Two weekends averaging just \$3K. Foliage is gone, ski hasn't started, no holidays. This needs a fundamentally different approach—you're not going to discount your way to full rooms here.

3. **Ski shoulder (late Nov-mid Dec):** Soft but salvageable. \$4.6-5.2K suggests people want to ski but aren't finding you yet.

4. **Holiday weeks:** Strong recovery to \$7.8-9.2K. You could probably push harder here.

**The opportunities I'd focus on:**

The **November gap** is where you're leaving the most money. Instead of competing on price, consider repositioning entirely: "Vermont Quiet Season" retreats for writers, remote workers, couples who specifically want the off-season vibe. Different guest, different value proposition.

**Columbus Day** looks underpriced relative to the week before—holiday weekends usually support a premium, and you actually dropped \$2.4K from peak foliage.

**Early ski season** needs mountain partnerships. Lift ticket packages, early-bird ski deals. Your guests are ready to ski; you just need to give them a reason to book with you versus the slope-side properties.

Hotel revenue calendar · JSX

Date Range	Room Type	Rate (\$)	Description
6-8	STANDARD	\$4,800	Pre-season
4-6	PREMIUM	\$12,800	Peak foliage
1-3	FILL	\$3,800	Shoulder season
29-Dec	STANDARD	\$4,800	Ski season start
13-15	STANDARD+	\$8,200	Early leaf peepers
11-13	PREMIUM	\$10,400	Columbus Day
8-10	FILL	\$3,200	Low season
18-20	STANDARD+	\$6,200	Post-peak
15-17	FILL	\$2,900	Season low
22-24	STANDARD	\$5,400	Thanksgiving
20-22	STANDARD+	\$7,800	Holiday week
27-29	PREMIUM	\$9,200	Holiday week

Hotel revenue calendar  
Code · JSX
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Opus 4.5
↑

Claude can make mistakes. Please double-check responses.

How can I help you today?

PREMIUM
STANDARD+
STANDARD
FILL



Time: 01:27

Time: 01:49

Lead Score

Contact Engagement score

Engagement score Last 30 days - 0  
See score history

0

Combined score (08/05/2025)

Total score Fit 0 · Engagement: 0  
Last 30 days - 0  
See score history

0

CALIFICACIÓN GIMNASIO LA COLINA

Fit score See score history

0

Learn more Learn more

Granquartz Tags for Joel

Customer Note (note - Granquartz)

Reply to Claude...