

Implementation Report

For

Irish Hostel Times

Submitted by:

Tanvi Nautiyal	Id:19145381
Devendra Milind Joshi	Id:19145951
Aditya Manoj Darak	Id:19176261

Project Implementation Document

Organization: Irish Hostel Times

Development Process

Irish hostel times is a family business where we look our customers just like we look our family members at our home. We take pride in welcoming them on arrival, and throughout their stay We've all done our share of travelling too. We've seen it all, from hostel to hotel, from guesthouse to apartment – and it's made us passionate about getting it right.

Irish Hostel Times Hospitality offers apartment suites and economy hostel accommodation – different styles of accommodation, backed by the same high standard of hospitality

For better understanding the business of Irish Hostel times we would be using Michael E. Porter's "Five Potters rule".

Customers: The Customers of the Irish hostel times are the people who are looking for temporary stays or long stays for months and even for the foreign nationals who come to Ireland for vacation. The properties of the Irish hostel times take care of the customer by providing them free breakfast, free Wi-Fi, TV room with Premium Subscription, free weekly laundry for long term customer, a snooker and foosball table for some game time with other customers of the hostel as well as daily cleaning of the room and bathroom. Apart from that the hostel organises weekly party so that they can get to know people from different backgrounds which keeps the environment lively and full of energy. Irish hostel times has made sure that the cost of stay remains within the reach of customers.

Suppliers: As being in hospitality industry where we provide stays to our customer. The properties at the Irish hostel times also have to take care of supplies like food, maintenance, security etc. For food supplies the properties have tie up with near by supermarket stores like Aldi, Lidl, Tesco, Spar etc. which takes care of the food supplies for every morning breakfast. For kitchen and laundry equipment's the property takes the hostel takes the equipment from DID and Harvey Norman. For bathroom and furniture maintenance Chadwick's is the supplier.

Substitutes: They don't just call Irish hostel times as Ireland best hospitality management for their low price but also they make sure that customer is happy and the services provided our up to the mark and should not disappoint the customers. Although there are many companies who have worked on the business model of the hospitality industry some of them survived and some of them couldn't live up to customer's expectation. However, there are companies in the market trying best to match the level of customer satisfaction provided by the properties of Irish Hostel Times.

New Entrants: There are many entrants in the field of hospitality industry. But Canbe Hospitality is the one who has a similar business model with some exception like they are not providing free breakfast and TV room with Premium Subscription apart from this rest all things which they are providing are similar to our business model and they have also kept the price of their stay somewhere close to the price which we have set. So for countering that Irish hostel times is looking to lower to lower the price of the stay in some of prominent places of Dublin.

Existing rivals: Traditional hospitality industry have always been there from long time, as well as Airbnb whose business model is also gaining popularity among the users where the Host can sublet his or her place to the customers who can live with host. Where many people are considering to rent their place to the customer in absence of them being not present at home and they can still earn a lot of money by renting their housing space for few weeks.

Balance Scorecard:

It's a business performance scorecard. The word balance implies that it takes a balance and well-rounded approach to measuring a business performance. The balance scorecard strategy includes data collection and analysing company's study from four perspectives namely Financial, Customer, Internal, Learning and Growth respectively.

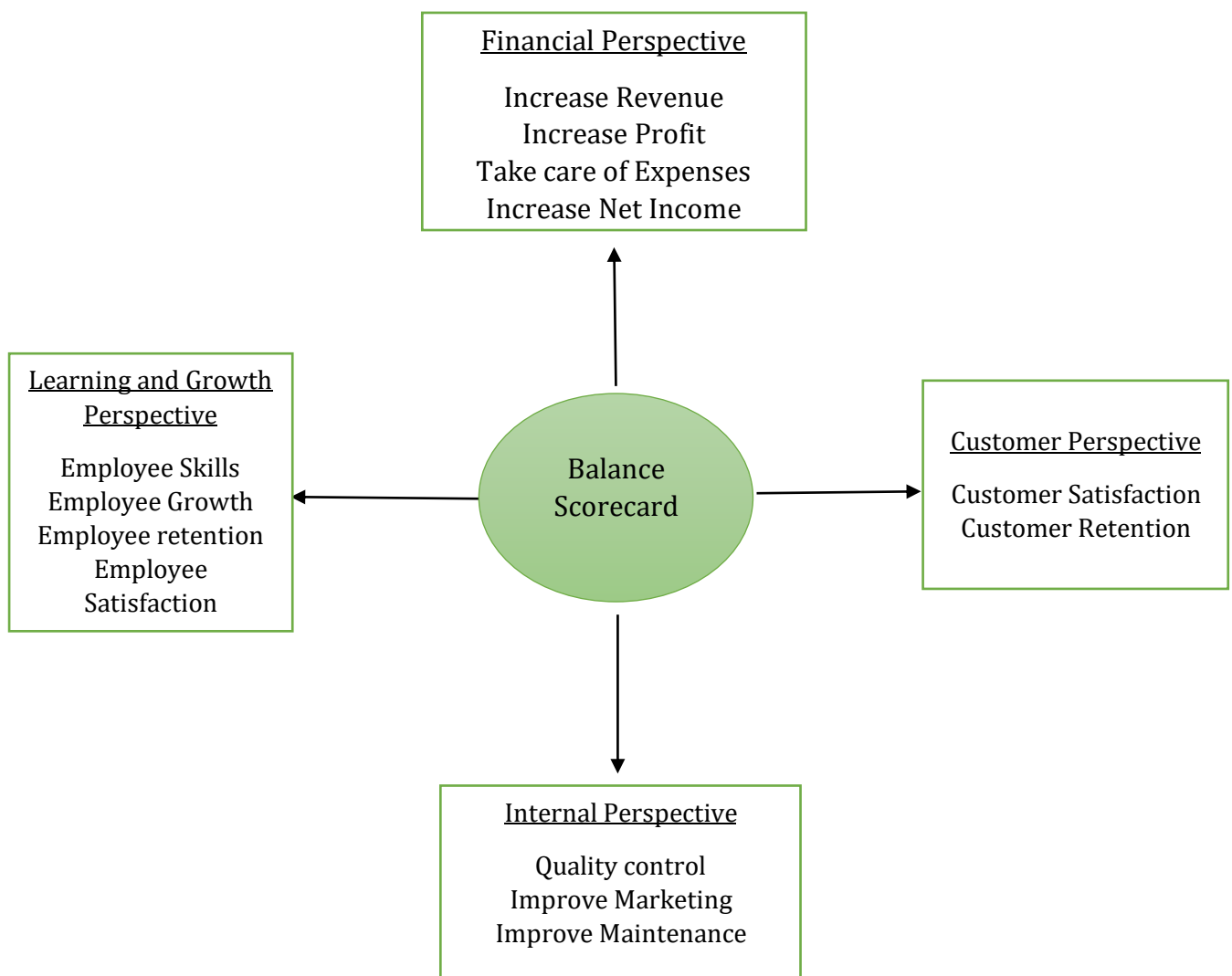


Fig.1

The balance scorecard looks at four perspective

Financial Perspective:

Objectives:

- To increase the total revenue of Irish hostel times in the year 2020
- To increase the amount of revenue generated from the low ranking properties of the Irish hostel times

Measurement:

- Evaluating the percentage growth in revenue by comparing the revenue of the year 2019 and 2020 and the target of the company is to see 20% to 30% growth in the market.
- Increase the cash flow to the low ranked properties of the Irish hostel times so that growth of the company also increases. By doing this our target is to achieve better return on investment which would help in revenue growth.

Customer Perspective

Objective:

- Increase the Social Media presence of Irish Hostel times on various social media platforms like Instagram, Twitter, Facebook etc.
- Enhancing the company's website user interface keep it precise and simple so that it is user friendly and the customer doesn't face problem while booking his stay in any of the company's properties.
- Attract new customers as well as expanding the reach of the Irish Hostel times to the locals as well as to the foreign nationals

Measurement:

- Increase the interaction with the customer on the social media, post visually appealing infographic photos of the hostels.
- Provide offers to the past customers which might help in increase customer growth.
- Provide all the small details on the website which the customer might find important and keep it visually appealing.

Internal Perspective

Objective:

- Modification and Maintenance of the property
- Increase the merchandising of the property
- Improve the infrastructure
- Increase customer retention

Measurement

- Conduct a weekly maintenance of the property and if some issue arises fix it
- Provide some memorable memento when the customer is checking out so that this will remind the customer about the place
- Build a gaming area for the customers, add some snooker and foosball tables so that the customer can relax and play with the other customers of the hostel, as well as create a TV room which has all the streaming subscription so that customer can watch anything during their leisure time.
- Give offers to the customer who are planning to stay for longer duration as well as give updates to them through mail regarding the future offers. Target is to get maximum number of customers as possible.

Learning and growth Perspective

Objective:

- Recruit number of employees which will increase employee growth
- Taking care of employee behaviour with the customer

Measurement:

- Recruit around 500 employees for the year 2020 which will increase productivity.
- Give formal training to the new employees so that they can remain calm and patient while dealing with all good and bad kind of customers, which will help in getting customers trust and belief.

Feedback Form:

A feedback form is sent to the customer after the they check out to know their experience. It is typically designed to get a feedback on important aspects of customer's stay such as food quality, security, staff etc. Based on the feedback, the hostel authority will improve their services.

Hostel Cleanliness *	Hostel Security *	Room Quality *
<input type="radio"/> Very Good	<input type="radio"/> Very Good	<input type="radio"/> Very Good
<input type="radio"/> Good	<input checked="" type="radio"/> Good	<input type="radio"/> Good
<input checked="" type="radio"/> Average	<input type="radio"/> Average	<input checked="" type="radio"/> Average
<input type="radio"/> Poor	<input type="radio"/> Poor	<input type="radio"/> Poor
Food Quality *	Hostel Wifi *	Staff and Management *
<input type="radio"/> Very Good	<input type="radio"/> Very Good	<input type="radio"/> Very Good
<input checked="" type="radio"/> Good	<input type="radio"/> Good	<input checked="" type="radio"/> Good
<input type="radio"/> Average	<input type="radio"/> Average	<input type="radio"/> Average
<input type="radio"/> Poor	<input checked="" type="radio"/> Poor	<input type="radio"/> Poor

Customer Relationship Management:

Customer relationship management is an important aspect of any business. It is used to main the relationship between the organization and its customers. The primary goal of CRM systems is to integrate and automate sales, marketing & Customer Support.

At Irish Hostel times we have implemented the 'Customer service' module using 'Microsoft dynamics'.

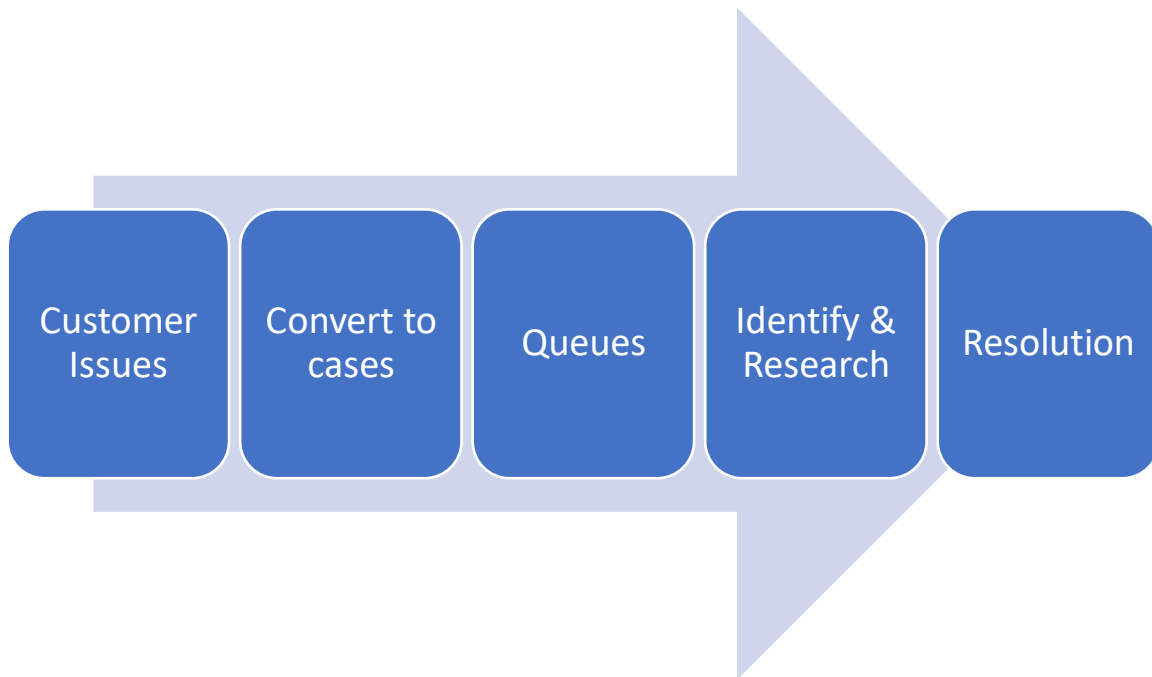


Fig.2

Following are the objects we have used for this implementation”

1) Accounts:

This refers to the names of the organization with whom the user has a relationship. Here we have created 'Irish Hostel Times' as an account.

My Active Accounts

Search for records

	Account Name	Main Phone	Address 1: City	Primary Contact	Email (Primary Contact)
	Irish Hostel Times	+353-899400208	Dublin	---	---

Also some information related to this account has been inserted.

ACCOUNT INFORMATION	
Account Name	Irish Hostel Times
Phone	+353-899400208
Fax	---
Website	https://www.IrishTim...
Parent Account	---
Ticker Symbol	---
Relationship Type	---
Product Price List	---

2) Contact:

Here the term 'contact' means the customers of the 'Irish Hostel Times'. Generally, there is a one-to-many relationship between Accounts & Contacts.

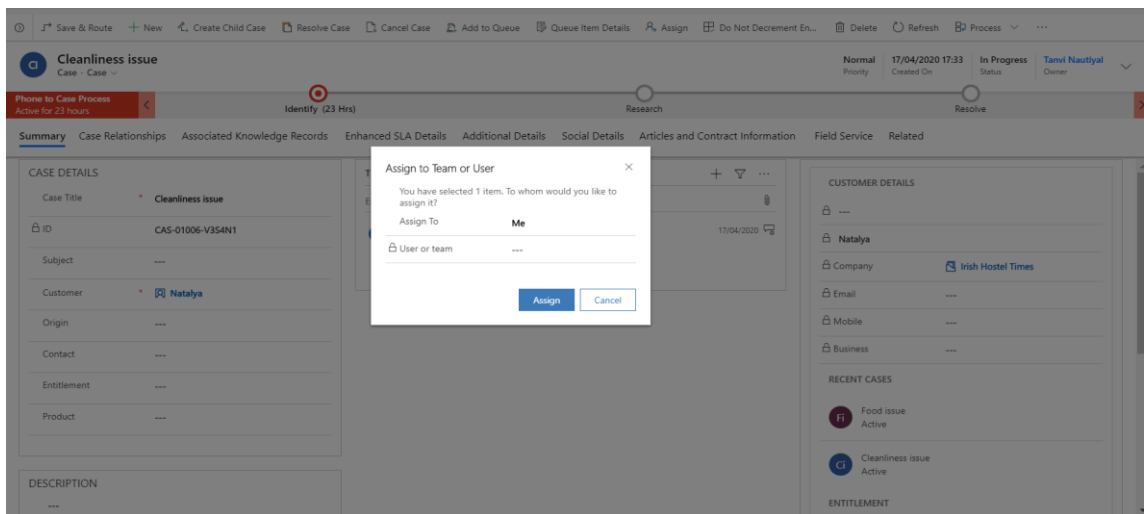
My Active Contacts				Search for records
Full Name	Email	Company Name	Business Phone	
Eadmund	---	Irish Hostel Times	---	
Franklin	---	Irish Hostel Times	---	
Hymie Hymie	---	Irish Hostel Times	---	
Karoline	---	Irish Hostel Times	---	
Natalya	---	Irish Hostel Times	---	
Shel Shel	---	Irish Hostel Times	---	
Ulises	---	Irish Hostel Times	---	

3) Cases:

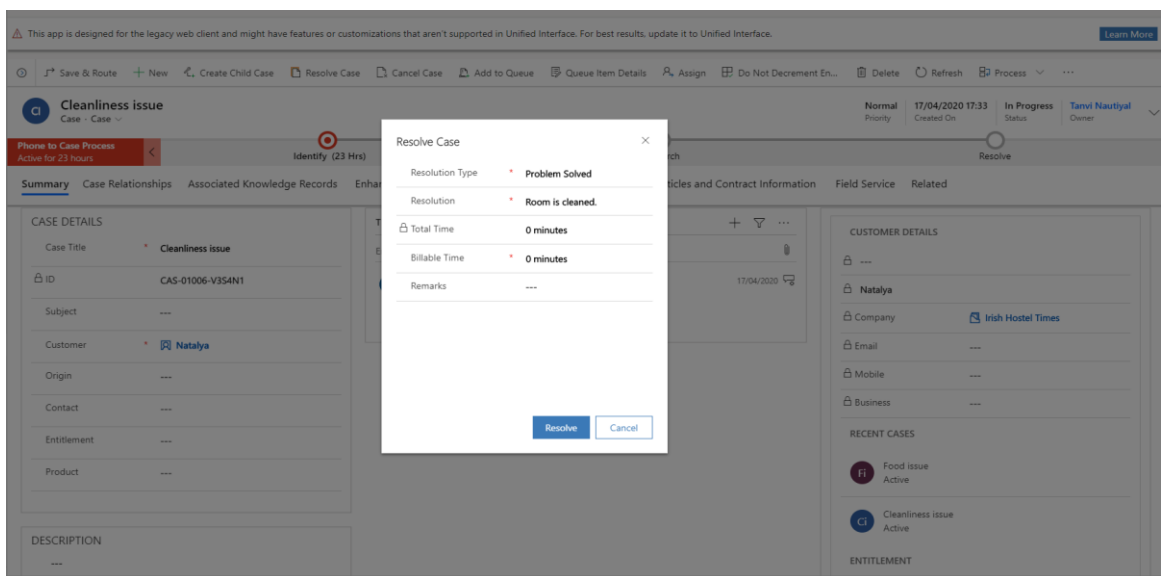
Here as we are dealing with Customer Service, we have made use of the Cases object. As per the customers feedback, a ticket is raised and is stored in the form of a case.

My Active Cases								Search for records
Case Title	Case Number	Priority	Origin	Customer	Status Reason	Created On		
Cleanliness issue	CAS-01006-V3S4N1	Normal	---	Natalya	In Progress	17/04/2020 17:33		
Food issue	CAS-01009-N8V7N9	Normal	---	Natalya	In Progress	17/04/2020 18:45		
Need service feature question	CAS-01232-S7L0X4	High	Email	Fourth Coffee	In Progress	20/01/2017 22:50		
Room Quality	CAS-01007-R4K1M8	Normal	---	Eadmund	In Progress	17/04/2020 17:34		
Security issue	CAS-01008-Y9H2N5	Normal	---	Ulises	In Progress	17/04/2020 18:44		
Security issue	CAS-01010-V9W0B8	Normal	---	Franklin	In Progress	17/04/2020 18:47		

After a ticket is raised it is assigned to a customer service representative who will work on resolving the same.



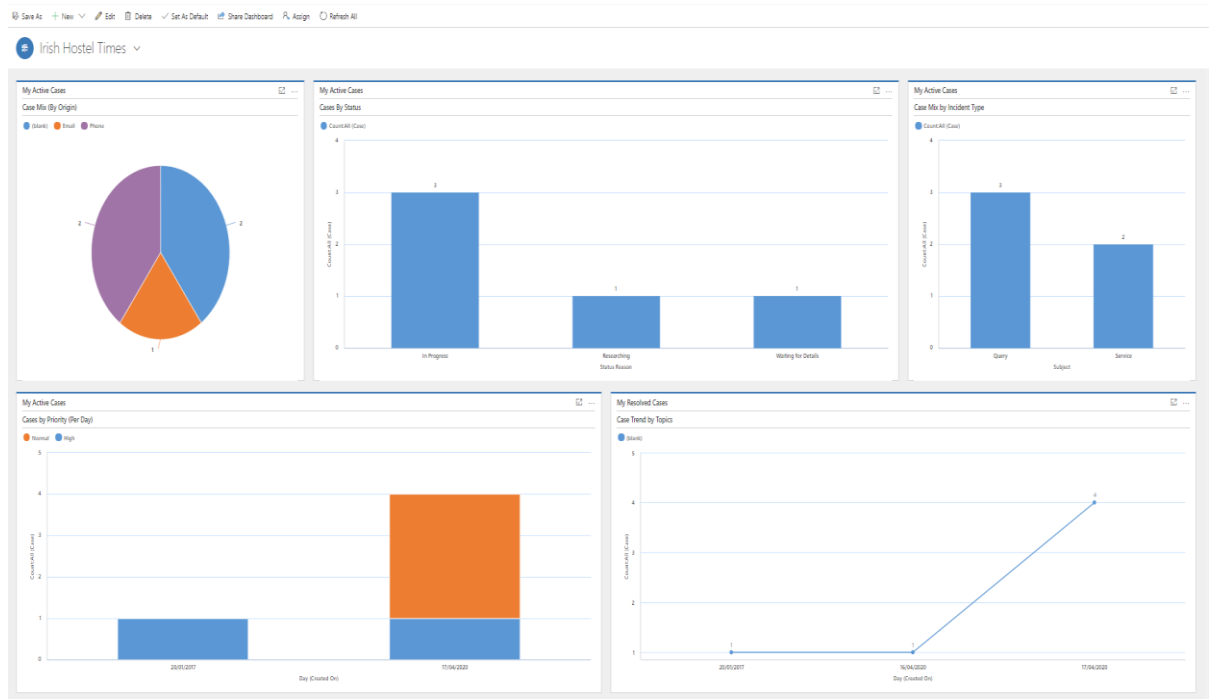
After the necessary action is taken to address the issue, the ticket is marked as 'Resolved'



4) Dashboard:

A dashboard is used for information management. It organizes information from multiple sources. It displays Key Performance indicators, metrics and data points to be monitored.

The dashboard implemented for the Irish Times Hostel mainly gives insights on the active and resolved cases.



Hide Chart + New Case Delete Refresh Run Report Email a Link Flow Excel Templates Export to Excel Import from Excel Open Dashboards Create View

My Active Cases

Case Mix (By Origin)

Count All (Case)

Steady

Search for records

Case Title	Case Number	Priority	Origin	Customer	Status Reason	Created On
Food issue	CAS-01008-1617N6	Normal	Phone	Natalya	Waiting for Details	17/04/2020 18:45
Need service feature question	CAS-01022-57J024	High	Email	Fourth Coffee	Researching	20/01/2017 22:50
Room Quality	CAS-01007-84X1M6	Normal	---	Edmund	In Progress	17/04/2020 17:34
Security issue	CAS-01008-19H-2N5	High	Phone	Ulises	In Progress	17/04/2020 18:44
Security issue	CAS-01010-19W0B8	Normal	---	Franklin	In Progress	17/04/2020 18:47

Case Mix (By Origin)

Count All (Case)

Steady

Origin	Count
Phone	2
Email	2
Social	1

PowerBI Implementation:

PowerBI is a data visualization and data reporting tool developed by Microsoft. Here in PowerBI one can import data from several sources and can create interactive dashboard. For better data visualization we've imported our data into PowerBI tool. Using PowerBI we're analysing different types of visualizations such as pie-charts, line graphs, bar graph etc to have a brief detail about the working behaviour of Irish Hostel Times firm and looking into the revenue

generated by the firm over a period. Following are the visualizations made on the data that is imported in PowerBI:

1. Number of rooms vs Room type:

The visualization below is a bar graph and shows the number of room types Irish Hostel Times firm is providing in all the properties. Pink colour represents the female dorms and blue colour represents the mixed dorms. Through the figure below we can conclude that 10-Bed-Female-Dorm is the most common type of dormitory found in all the properties.

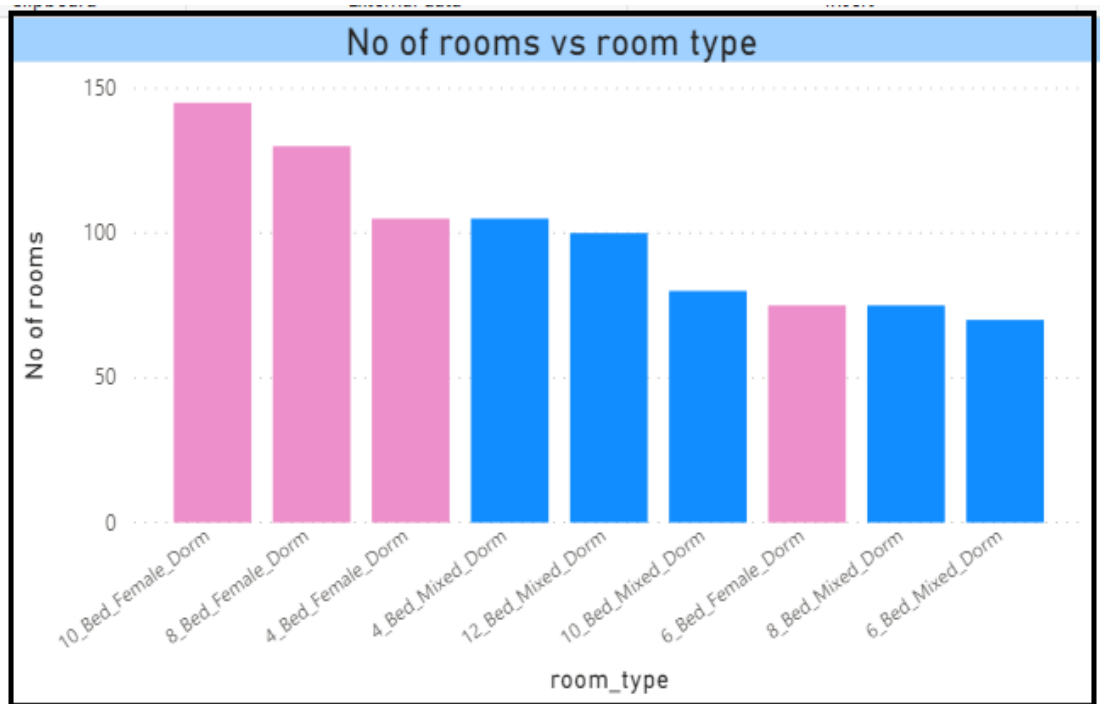


Fig. 1

2. Customer by month and gender:

This line graph shows the total customers travelled each month based on their gender. From the figure below we can say that male travellers are more than the female ones.

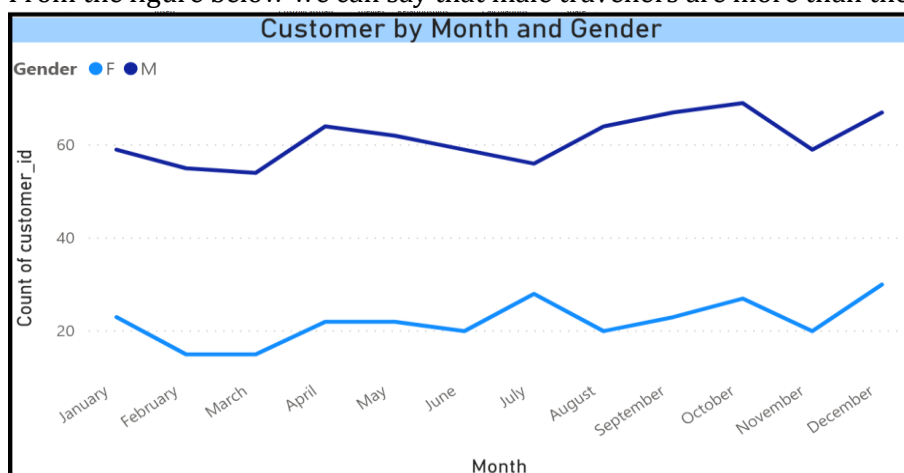


Fig. 2

3. Revenue wise property distribution:

The following pie chart will show the total revenue generated from all the hostels over a certain period. Here Abey Court tends to generate the highest revenue among all the properties.

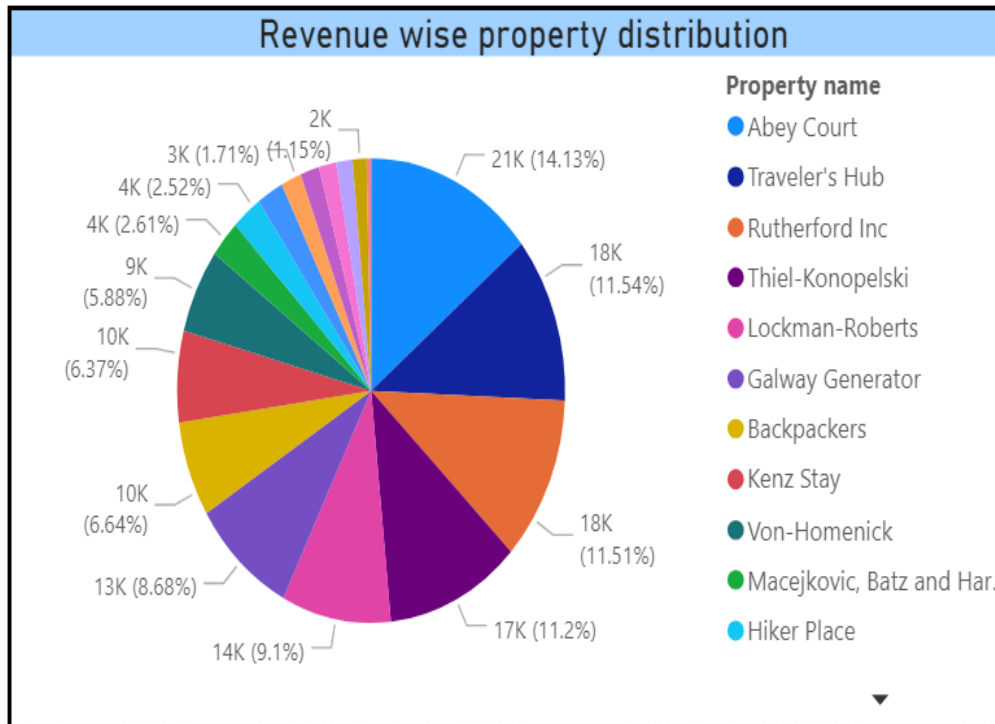


Fig. 3

4. Total Price by Location:

The following donut chart shows the total revenue generated by Irish Hostel Times based on location. From the figure below Dublin city is generating the highest revenue among all the location.

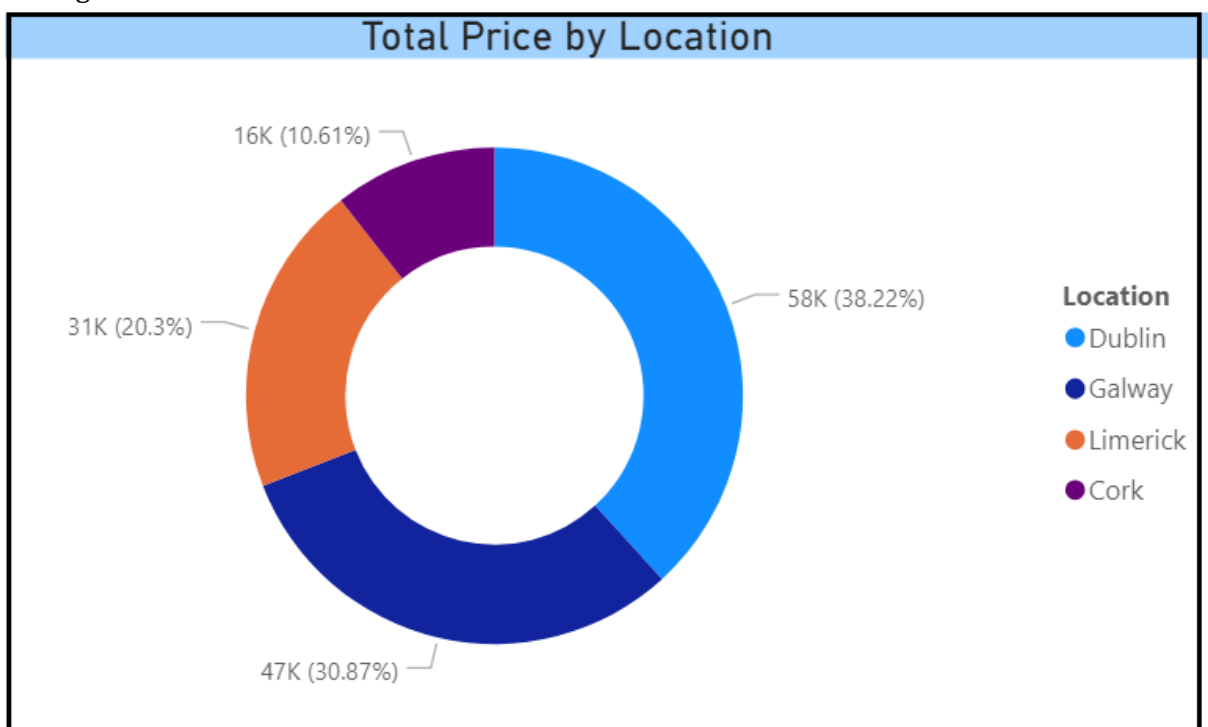


Fig. 4

5. Total Price:

The following gauge diagram depicts the total revenue generated from all the locations.

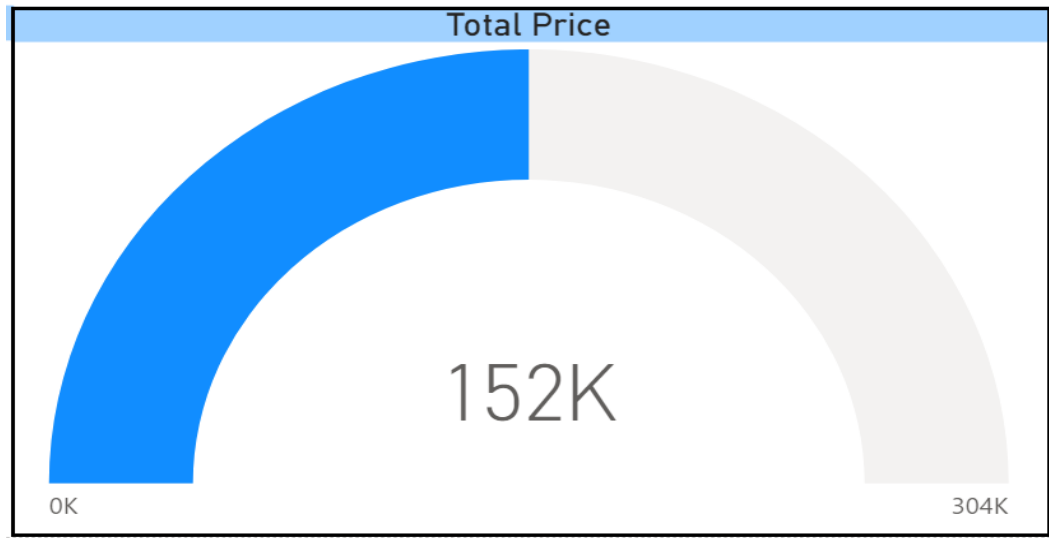


Fig. 5

6. Top 5 property of Irish Hostel Times:

The following bubble chart shows the top 5 properties of Irish Hostel Times firm. Abey Court is one of the leading hostel with total number of 103 bookings made so far followed by Traveler's Hub with 101 bookings.

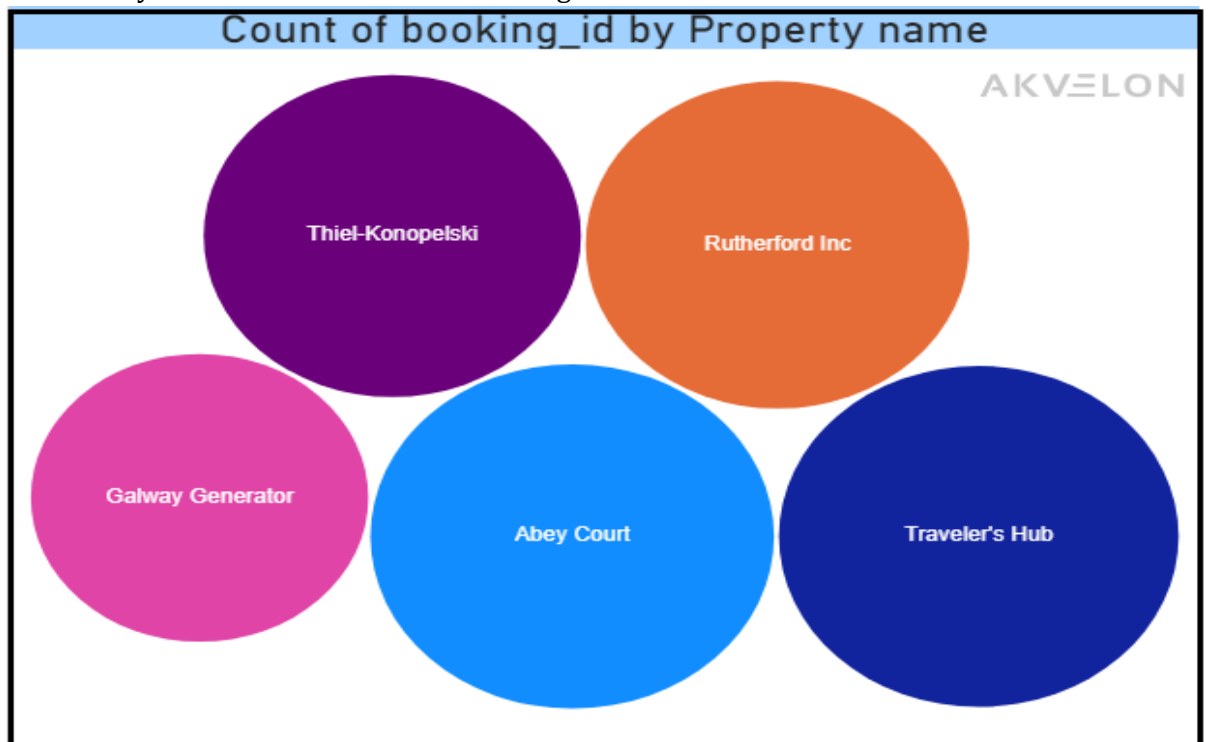


Fig. 6

7. Renewal count by property:

The following histogram depicts about the total customers who opted to extend their stay in their respective hostels. From the below visualization it can be seen that in most of the properties majority of customers extended their stay.

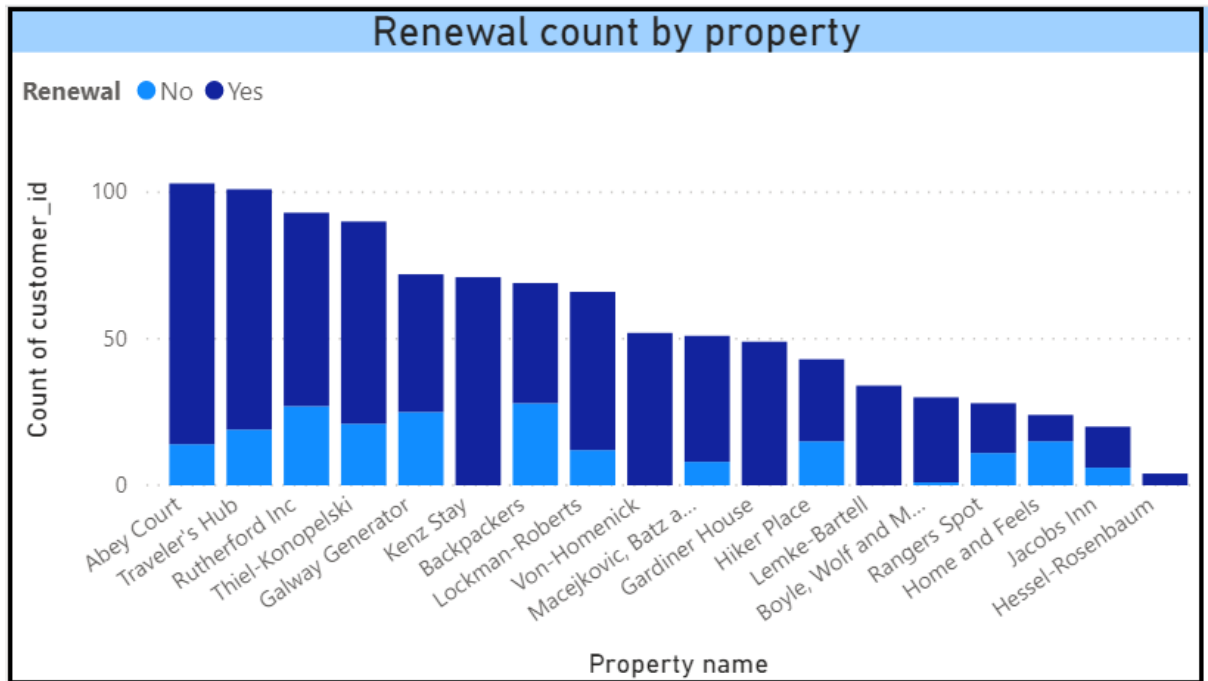


Fig. 7

8. Renewal count by gender

This histogram tells about the stay extension based on gender. Here it can be easily figured out that male travellers extended their stay than female ones in all the properties.

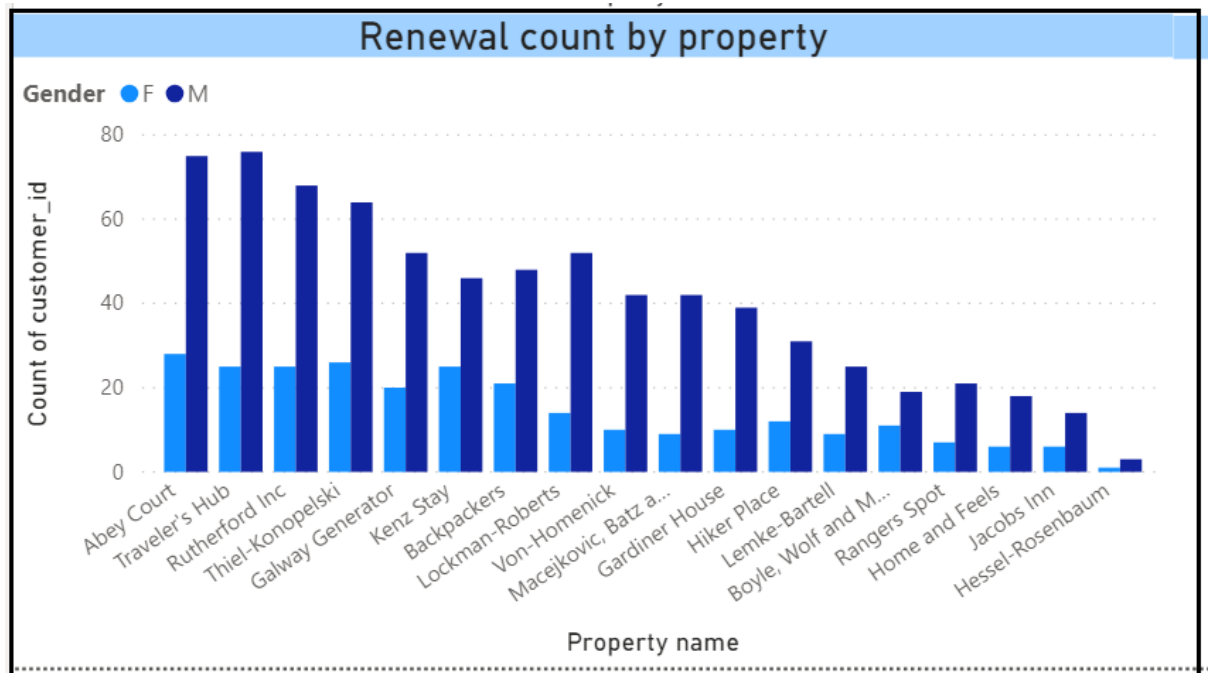


Fig. 9

9. Total booking monthly wise:

From the below figure maximum booking were made in the month of December with total 97 bookings and the lowest bookings were made in the month of march with a total of 69 bookings in all the properties.

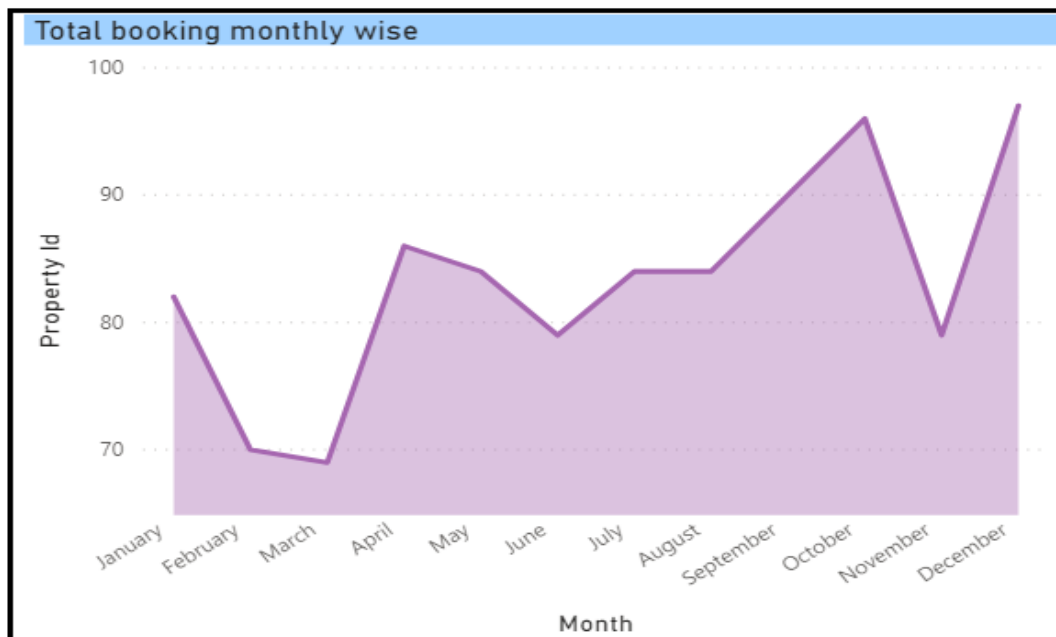


Fig. 10

Business Goals after visualization:

From the visualizations obtained there are certain issues that comes up and the solution to them is also provided below:

- **Case 1:**

Problem: From fig(1), it can be seen that dormitories in all the properties contains female beds more than the mixed beds, but there are more male travellers than female ones. This issue will create a problem if more male travellers will come as there won't be any beds or dormitories for them and on the other end there will some empty dormitories for females if then trend from fig(2) is considered. It will not only make dorms empty but will also reduce the revenue.

Solution:

So instead of allotting more beds to females, Irish Hostel times can allot those beds to male travellers or convert some of the female only dormitories to mixed dormitories. This will solve the issue of empty dorms and can help in generating more revenue.

- **Case 2:**

Problem: From fig(3), it can be seen that there are certain properties that are not generating more revenue than others and hence the rating of these properties is less.

Solution:

Here, Irish Hostel Times can work in improving the ratings and can thoroughly look what are the issues that are causing these low ratings. This can be done through customer feedback survey, where customers can provide their inputs what are the things that are causing them inconvenience such as wifi, food quality, room quality, cleanliness and security. After going through the review, the hostel staffs can work on it and try to resolve it so that in future it won't be causing any issue for the upcoming customers.

- **Case 3:**

Problem: from fig(7), it can be seen that majority of customers wish to extend their stay. But since these hostels support only short-term accommodation, the Irish Hostel Times can work on that. It will not only help the customers as well but can also help the firm in generating more revenue.

Solution: For the customers who wish to extend their stay with Irish Hostel Times, the company should start providing more facilities to these customers such as more storage space or en-suite room with attached washroom.

These solutions if implemented properly can help improving the rating in all the properties and this will attract more customers as well.

References:

[1] "Microsoft Power BI Guided Learning - Power BI | Microsoft Docs." [Online]. Available: <https://docs.microsoft.com/en-us/power-bi/guided-learning/>. [Accessed: 17-April-2020].

[2] Docs.microsoft.com. 2020. Microsoft Dynamics 365 Documentation. [online] Available at: <<https://docs.microsoft.com/en-ie/dynamics365/>> [Accessed 15 April 2020].