

Customer Bull Hotels

Industry Tourism / Hotels

Hotels / Rooms 6 / 11.500

Country Spain

Solution QuoHotel (Microsoft Dynamics NAV - Based)



Bull Hotels grows and innovates with QuoHotel

"We want to keep on working with Quonext. We have been growing with them, and they have helped us with solutions to all technological and sales problems we have been facing. Quonext knows us in deep, and they help Bull Hotels to keep on innovating."

Pedro Sarmiento
IT manager at Bull Hotels

Bull Hotels

Bull Hotels is one of the most important companies of the Tourism & Hospitality industry in Gran Canaria (Canary Islands, Spain). This hotel chain consists of 6 urban and holidays hotels, which provide all-inclusive services, spa, Wi-Fi ... It also includes world-renowned restaurants, such as Summum, focused on a mix of Peruvian / Japanese / European cuisine.

Previous situation and needs

Bull Hotels had multiple solutions for each of its areas, causing communication and integration problems. Pedro Sarmiento, its IT manager, summarizes this situation: *"We had a program for POS, another for Reception, we also had the administration program, Accounting..."*

This hotel business analysed several solutions for hotel management in the market, and it finally chose **QuoHotel**, Quonext hotel management solution. Based on Microsoft Dynamics NAV ERP system, it was the one to integrate all its areas management into a single software solution.

Current situation and benefits

Nowadays, this hotel chain has a **QuoHotel** solution to manage all Front and Back Office activity from of each one of its hotels and also the whole group. It has also implemented additional modules (such as POS) and financial management.

Pedro Sarmiento states: *"Quonext has helped us to integrate all this into a single solution. Each one of our hotels can be individually managed and controlled with QuoHotel and its replication program, and also replicate all their information to the central. This enhances everything."*

Bull Hotels wants to achieve maximum independence from traditional channels sales. QuoHotel also helps: direct sales are increasing thanks to integration of its booking central with the application.



Forward-looking perspective

Bull Hotels wants to boost customers' management, a key point for this hotel business. **QuoHotel** is a great tool to support this strategy. According to Pedro Sarmiento, *"we highly appreciate all customers' opinions when staying at our hotels, but we want to go beyond. We want to improve relationships after the customer has left our hotel. How to retain that client? We will probably add QuoHotel's CRM module in order to improve our relationship with customers."*

Quonext, Bull Hotels trusted partner

Pedro Sarmiento, IT manager at **Bull Hotels**, has a very positive vision of this chain relationship with Quonext: *"we have been growing with them, and they have helped us with solutions to all technological and sales problems we have been facing. Quonext knows us in deep, and they help Bull Hotels to keep on innovating."*

