

Property Technology

NAVIS Expands Its RezForce Call Center; 50% Lead Conversion Rate Drives Success



NAVIS

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NAVIS Added 80 Associates to its RezForce - RezCast Client Call Center, One of Most Successful in U.S.; Call Volume Increased 50% in 2013; Center Provided High-Conversion Reservation Services to More Than 125 Hospitality Accounts



Bend, OR – January 28, 2014 – NAVIS, the leading reservation sales system, marketing automation, data analysis, and CRM provider for the lodging industry, announced it expanded its RezForce Reservation Call Center. NAVIS added 80 team members to its RezForce® staff to support a 50% increase in call volume in 2013. RezForce responded to nearly half a million calls for more than 125 accounts in the past year. NAVIS now operates the most successful call center in the U.S. with lead conversions that exceed 40% for some clients. [Click here](#) to learn more about NAVIS RezForce.

In addition to its sales, marketing, and CRM services, NAVIS provides 24/7 reservation call center services to help operators increase occupancy and ADR, and close more leisure business. RezForce is NAVIS' after hours and overflow professional reservation booking service. RezCast provides voice center services and marketing tracking for all reservation calls for one or multiple properties.

NAVIS adds 80 Reservation Sales Associates to serve growing client list

"NAVIS just wrapped up a very strong year. Our RezForce call center processed nearly half a million calls in 2013 – that is a 50% increase over 2012," said Michelle Marquis, vice president – sales for NAVIS. "Lodging companies rely on our RezForce service for 24-hour reservation assistance, roll-over, and after-hours call response because we deliver very high conversion rates." NAVIS added a total of 69 new clients in 2013.

RezForce delivers 50% reservation conversions for luxury hotel group

Pacific Hospitality Group (PHG) recently implemented NAVIS RezCast call services for its Meritage Collection, a 4-property luxury independent hotel group in California. Dave Gerdes, vice president of sales and marketing, said, "PHG wanted to combine reservations for all 4 properties in one office. We selected NAVIS RezCast to provide our 24-hour call center services because they were delivering significant returns for one of our properties



of dollars in new revenue. NAVIS' growth is a testament to their performance. We are looking to expand our relationship."

NAVIS Tracking Makes Resort Promotions More Successful

Sterling Resorts Senior Vice President of Operations Ron Mote said, "NAVIS managed our roll-over and after-hours calls beginning in 2005. Today their RezForce service handles all our call center reservations and delivers conversions that average 37% in season. We committed to their services with an option to bring the service back in house, but because of YOY increases in both the call center and with outbound sales, we haven't given it a second thought." NAVIS' services also help Sterling's advertising be more effective. "Sterling Resorts is big into doing what closes sales. Our promotions are more successful because NAVIS links every dollar we make in reservations to the campaign that stimulated it. They do an excellent job for Sterling."

About NAVIS

NAVIS is a reservation sales, marketing automation, and CRM company. NAVIS' voice, sales, CRM, database, and email marketing solutions increase bottom-line leisure revenue for resort, hotel, and vacation rental companies. NAVIS provides proven systems, services, database tools, and creates processes that enable clients to strengthen reservation sales and build marketing campaigns on accurate, real-time data. It uncovers previously hidden revenue sources and shows operators 100% of the revenue generated by every marketing campaign, not just online and social media bookings. NAVIS implements powerful outbound leisure sales strategies and accurately measures marketing ROI for each online and offline campaign. NAVIS captures guest and prospect data for future marketing campaigns and provides 24/7 reservation call center services to help operators increase occupancy and ADR, and close more leisure business.

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