

El Questro Wilderness Park

stays in touch with MICROS



Delaware North Companies
delawarenorth.com.au

El Questro Wilderness Park
Kimberley's, Western Australia
elquestro.com.au



The Kimberley region in Western Australia is one of the most expansive and remote locations in Australia. Covering an area of approximately 421,000 square kilometres (or five times the size of Tasmania), it stretches from Broome in the west to Wyndham near the Northern Territory border.

Located near Wyndam, El Questro Wilderness Park comprises three resorts – Emma Gorge (60 rooms), El Questro Station Township (12 rooms) and El Questro Homestead (6 rooms). Between them, the resort itself spans almost 1 million acres.

Corey Jensen is the IT Application Specialist for Delaware North Companies Australia, the company that took ownership of El Questro in 2010. He is responsible for the implementation, administration, and training requirements for most of the resorts' IT systems.

"Many of our resorts are in remote locations, or like El Questro, in the middle of the wilderness," Mr Jensen says. "That presents some unique challenges for our IT systems and technology."

When Delaware North took over El Questro, Mr Jensen undertook a review of the existing systems with a view to improving the efficiency and connectivity of the resorts.

One of the main issues was the fact the El Questro reservation system was dependent on slow and unreliable satellite links.

"All of our resorts are connected by satellite, which can be quite slow," Mr Jensen says. "It took a long time to get anything done, and when the satellites went down, everything would grind to a halt."

"We needed our system to be quicker to allow for improved guest interactions at our resorts."

Speeding up reservations with OPERA

Before El Questro introduced the OPERA Enterprise Suite, Mr Jensen says it was common for the properties to experience significant backlogs with their guest bookings. Since implementing OPERA, they have dramatically increased their responsiveness.

"Under our old system, we typically had a backlog of about two weeks with our guest bookings. But since we implemented OPERA, we've cut our turnaround times down to around 24 hours."

As well as helping the resorts get bookings into the system faster, OPERA has also provided some valuable side benefits for El Questro and their guests.

"Having a faster system reduces the amount of time we need to keep our customers on the phone, and they appreciate being able to plan their holidays without having to wait as long for confirmation" Mr Jensen says.

"OPERA also allows us to easily capture information about our guests when they call, and we can add booking notes about their transfers etc into the system – this can all be carried forward automatically if a guest changes their booking."

Delaware North opted to implement OPERA Enterprise Suite, with their OPERA Property Management System communicating back to the centralised OPERA Reservation System located in Melbourne.

"Before, our staff could be in the middle of a booking and the satellite link would crash – leaving them unable to complete the reservation," he says. "But with OPERA, our reservation team can keep working if the satellite link is down, or in cases when our properties are closed due to extreme weather events like floods or cyclones."

"When the satellite link is back up, all the changes we've made in OPERA are automatically uploaded from the central reservation system, so there's less chance of mistakes."

"It's cut our reporting time down from about six hours to around half an hour"

Corey Jensen, IT Application Specialist, Delaware North Companies



Using the features of OPERA to improve service and reporting

OPERA includes a number of features to enhance the efficiency and ease-of-use of the reservations process.

At EL Questro, one of the most commonly-used features is 'Dynamic Confirmation Letters', which helps them manage and control the confirmation communication process.

"We send confirmation letters out to all our guests when they make a booking," Mr Jensen says. "Rather than having to recreate each resort's confirmation letter manually every time there's a small change, we can make the change centrally in OPERA and all our letters are updated at once."

"We can also easily customise a letter by adding in some of the details or requests a customer provided when they made their booking – which gives them added confidence in the booking process."

El Questro uses the OPERA Simple Report Writer to produce customised reports and exports, which are provided to Delaware North on a regular basis.

"Some of our reports are quite large, and in the past our reservations manager would have to wait for the reports to come in over the satellite," he says. "Now they can schedule the reports to be there waiting for them on a Thursday morning – it's cut our reporting time down from about six hours to around half an hour."

Communicating between resorts with MICROS Symphony

Another piece of technology Mr Jensen has implemented at El Questro is the MICROS Symphony point-of-sale system.

"The Symphony system was first implemented by Delaware North on our Lizard Island resort," Mr Jensen says. "We decided to introduce it at El Questro to improve the way our three resorts communicate with each other."

Mr Jensen says there are certain activities and services that guests from any of El Questro's three properties can use during their stay.

"We needed a solution that could handle the cross-property posting requirements, and the ever-present consideration of the remote location."

"The Symphony server is based in our data centre in Victoria, but the workstations can continue to work offline if the satellite is down – the data will simply upload back to Symphony once the link is restored."

Using captured information to boost reservations

The information captured by OPERA is helping El Questro identify new revenue opportunities – including enhancing their number of repeat guests.

"By speeding up the booking process, OPERA gives our reservations staff more time to capture client information that can be used by our sales and marketing areas," Mr Jensen says.

"We can use the data from the OPERA to run an email campaign to previous guests, or offer a special promotion for residents in the local area – it's definitely helped us improve our amount of repeat business."

MICROS can help any type of accommodation provider streamline their business; whether remote or in a CBD.

For more about OPERA visit [micros.com.au](https://www.micros.com.au)

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