SuperControl Case Study

CLICK BOOK *Stay*

BOOK DIRECT FOR THE BEST PRICE!

VISIT WWW.CLICKBOOKSTAY.COM!

OVERVIEW

With 37 properties across Scotland, robust processes and organisation is vital for ClickBookStay holiday rental agency. Founder Tara loves travel, a passion from her childhood in the seaside resort of Portrush in Northern Ireland. As a self-confessed property TV show addict, managing properties in beautiful locations is a perfect combination! Always seeking to improve the service to property owners and streamline business processes, ClickBookStay was one of SuperControl's first customers in 2006. Since then, we have grown together; sharing knowledge and experiences that shape both businesses to offer the best customer experiences.

"SuperControl is integrated into every part of our business. Automated processes have replaced spreadsheets and calendar reminders. SuperControl does the hard work for us to ensure we aren't missing a thing."

Tara Scott, Founder, ClickBookStay

CHALLENGE

The challenge is one of perception. Buy a second home, pop it on a booking website, and hey presto, instant income! The reality is very different. There are so many moving parts to managing a holiday rental, not least 37 of them! Owners have realised this and look to ClickBookStay to manage the hard work for them. Tara needs a trusted partner that understands the challenges and a reliable and robust platform that integrates with existing processes, yet provides the flexibility to offer a customised experience for guests.

SOLUTION

With multiple properties to manage, SuperControl has taken the hard work out of providing a unique customer experience. Its automated communications functionality allows for information to be emailed to the right guests at the right time, rather than being bombarded with information. Not only is this a more relevant experience for the guest, it allows extra 'touchpoints' with them, that builds trust and encourages repeat bookings. This functionality is integrated into the booking and payment system, so the process is slick and super flexible to manage, whether you have 1 property or 100s.

APPROACH

K.I.S.S – Keep It SuperControl Simple!
Our system is designed by self-caterers for self-caterers. We keep it simple for you and your team to provide a flexible approach to ensure your guests have the very best experience.

Improved efficiencies	=	**Reduced overheads**
Instant availability and prices	=	**More bookings**
More control	=	**Streamlined processes**

We're here to help
www.supercontrol.co.uk
www.supercontrol.co.uk/discover-supercontrol

supercontrol