



Yaşmak Hotels have been maintaining their presence in the industry since 1955. Currently, there are 5 hotels, 3 of them continue as boutique hotels, while there is also a 4-star city hotel. Yaşmak Hotels' primary desire is to make their guests feel Turkish hospitality, to provide them this experience.

Customer Review

"When I look at it as a receptionist, what they need is a car that works smoothly and doesn't break down on the road and leave them stranded. This program provides us with that comfort."

Sevilay Duru  
General Manager, Yaşmak Hotels Group

Problem: Server Dependency and Operational Delays

In the past, relying on on-premises servers caused operational delays and challenges. When server issues arose, solutions often required waiting or dealing with complex scenarios, which disrupted the flow of operations.

Solution: Transition to Cloud-Based System

Adopting a cloud-based system has eliminated the dependency on physical servers and specific locations. It has allowed seamless service delivery from anywhere using devices such as phones, tablets, or laptops. Whether in the United States or in cities like Fethiye and Izmir, the cloud provides real-time, uninterrupted operations, significantly reducing downtime and increasing flexibility for users.

Problem: Lack of Real-Time Occupancy Visibility

Without real-time visibility into occupancy or availability, staff may face delays in decision-making, leading to missed opportunities for optimizing room allocations, managing bookings, or addressing overbooking scenarios.

Solution: Real-Time Reservation Module

A reservation module that provides immediate visibility into occupancy and availability empowers staff to take timely and informed actions. This ensures better room allocation, quick adjustments to bookings, and improved overall management of reservations, enhancing guest satisfaction and operational efficiency.

Problem: Inefficient and Fragmented Data Management Across Multiple Hotels

Managing separate databases for each hotel results in repetitive tasks, inconsistent data, and a fragmented view of guest profiles. This inefficiency hampers operational workflows, increases workload for staff, and diminishes the guest experience, as updates to guest preferences or information are not uniformly applied across locations.

Solution: Centralized and Unified Database

Implementing a single, centralized database with controlled access ensures all data, including guest profiles and operational information, is consistent and accessible across multiple hotels. Updates to guest details, such as contact information or preferences, are automatically reflected in real time, enabling staff to provide a seamless and personalized experience. This streamlined approach reduces repetitive tasks, saves time, and enhances both operational efficiency and guest satisfaction.

Problem: Limited Operational Oversight for Off-Site Managers

Hotel managers who are not physically on-site often struggle to monitor daily operations effectively. This can lead to delays in addressing issues, inconsistencies in service quality, and missed opportunities to optimize performance, especially during peak times or unexpected challenges.

Solution: Remote Operational Monitoring

With Protel's mobile-accessible reporting and management tools, managers can track every step of hotel operations in real time, even when off-site. From monitoring room statuses to overseeing restaurant service costs and guest feedback, they can stay connected and make informed decisions instantly. This ensures smooth operations, maintains service quality, and enhances overall efficiency, regardless of the manager's physical location.

Customer Review

"Physically, you may not be within the hotel's boundaries, but thanks to the cloud based platform you can actually follow every step of the operation."

Sevilay Duru  
General Manager, Yaşmak Hotels Group

Other Reasons for Preferences

Another reason why Yaşmak Hotels chose Oracle is its ability to address critical operational challenges with innovative solutions. Oracle ensures a seamless check-in and check-out process by integrating guest information into a centralized system, enabling smooth operations and instant invoice issuance. This approach simplifies tasks for operational teams and enhances the overall guest experience. Additionally, the customizable reporting tools allow managers to access tailored dashboards with real-time insights into key metrics such as occupancy, RevPAR, total turnover, and service costs. With mobile access to comprehensive reports, managers can make informed decisions, address discrepancies instantly, and maintain efficient operations. Combined with Oracle's durable industrial hardware, these features ensure uninterrupted service and align with Yaşmak Hotels' commitment to operational excellence and guest satisfaction.

Conclusion

Yaşmak Hotels has taken its operations to the next level by integrating Oracle's advanced solutions across its food and beverage outlets and hotel services. With seamless management enabled by Oracle's hardware and software compatibility, the hotel team has experienced improved efficiency and ease of use. Additionally, Oracle's solutions align perfectly with Yaşmak Hotels' corporate identity, reinforcing its commitment to delivering exceptional guest experiences while maintaining operational excellence.