

## **Title**

Implementation of Digital Convergence – Sunrise Hospitality pvt ltd

## **Executive summary**

This paper contains the impact of implementing digital convergence in Sunrise Hospitality Company. This paper explains the current operation in the company and status of the company after implementing Digital Convergence. The reader can easily make out the difference in the performance of the operations before and after integration. This paper will also help in identifying the internal factors due to which the company is performing properly. Also identifies the external factor which are obstructing for the smooth operations in the company. By identifying the internal and external factors, the researcher (me) has developed SWOT analysis. Later the paper gives justifications for the argument, so that the reader can understand importance of implementation of integrated systems in the company. In the last part of the paper, a list of recommendation is provided to the company to improve the quality performance and tips to expand the company all over the country.

## **Set the Scene.....**

Sunrise Hospitality pvt ltd is the group of apartments located in Hyderabad, India. Sunrise apartment has around 300 service flats. Sunrise apartment is tied up with lots of companies. These companies are the main suppliers for the Sunrise apartment. The apartments are located in many areas in Hyderabad which is accessible to all the offices. This company focuses on accommodating corporate people. This company does not accommodate walk-in guests. The clients for the Sunrise Hospitality are Kingfisher airlines, Microsoft, Intel, Vodafone, Accenture, Infosys, TATA AIG, and many more. The bookings for the service flats are done by the clients one or two months in advance.

Sunrise Hospitality manages to arrange accommodation to the Business travellers sent by the clients nearby to their offices. They also have a small cafeteria where they provide breakfast and snacks. The clients pay the company after the contract period, they does not pay in advance. After the completion of the stay in the service flats, the Sunrise Hospitality sends an invoice the clients and then company pays it.

Sunrise Apartment started with the new concept of service apartments in India and they are successful in providing good service to the clients. The booming hospitality field is very competitive and has to be managed properly. Sunrise Hospitality has a central admin office in Hyderabad and runs the business from there. When the clients book the flat for the business travellers of their company, the Sunrise group has to manage to accommodate those clients nearby to their office, arrange pick up from the airport or railway station.

A cafeteria is set up by the company for every apartment for their clients. Customer Service and Satisfaction are the objective of the organization.

Sunrise Hospitality is operating very well but the main problem in the company is that there is no integration between the systems with the admin office due to which the operations inside the company are not smooth, it is scattered. The integration of systems and creating the centralized database for the company would surely increase the performance.

### **Importance of Digital Convergence**

Digital Convergence is a very important for any company. In this context, Sunrise Hospitality is having stand alone systems at each locations of their business and the reports are sent once a day through mail using internet. The researcher (me) has identified the problems faced by the company due to stand alone systems and observed the room for development of the business, if the systems at each locations are integrated with the central office in order to acquire the real time data access from anywhere at any time. This paper explains clearly the impact of digital convergence in the next part. According to Viviane Reding, “Digital Convergence brings together the separate worlds of audio, video, data and voice communication systems”.

### **Customer Service as an Objective**

The Hospitality industry is very fast growing field and competitive. In the present world, there are lot of ways to serve a customer. Customer Retention is very difficult aspect in for any organization. Satisfying and retaining the clients are the main challenges for the Sunrise apartment. If any complaint goes from the guest, then the company may lose the client forever. According to Matt Oechsli “It’s important to understand that the customer/clients satisfaction that companies use these days are considered smart business”.

Sunrise Hospitality is a successful company in that sector. They provide very good quality service to their clients. They provide luxurious flats to the clients at an affordable price. After analyzing the operation of the company, I have identified few internal factors of the company which are responsible for the good quality performance. There are few external factors also which are obstructing the performance of the company which is discussed in this report. I will therefore carry out SWOT analysis on the company.

## **SWOT Analysis**

According to Terry R. Bacon *“The SWOT analysis is a helpful way to organize the intelligence you have gathered, to put it into a framework that facilitates strategy creation”*. The internal factors which affect the company’s performance are:

### **Strengths**

Sunrise Hospitality has a world class suits available for the clients which is very luxurious and makes very much comfortable for the guests and provides all things which the guests need. The company provides the guest very high quality service which is very important for any hospitality industry. One more important advantage of these flats is that they are located at multiple locations in the city. The company has a very good relation with the clients. The clients for the company are very important and the Sunrise Hospitality is successfully serving their customers.

### **Weakness**

As I have mentioned above that the main drawback in Sunrise Hospitality is the scattered E-Business operation inside the company. As of now the company is not having any sort integration of E-Business operation. The company has a small office with one or two employees at each location. These employees prepare a report on any issues, check-in, check-out in the system provided to them and store them in that system. This report is then sent to admin office where the invoice is generated and sent to clients.

This is the main drawback for the company. The company is finding difficult in keeping track of actual processes at each locations. Since the company is having flats at

multiple locations of the cities and the admin should get report from all location. This process is time consuming and creating more problems to the company. This delay in sending report is creating delay in generating invoice for the clients.

## **External Factors**

### **Opportunities:**

There is lot of chance to the company to develop their business through external factors. By integrating all the systems at each location with the administration office, company will be benefited in many ways.

Sunrise Hospitality can tie up with the travel agent and can also get customers from them. As of now they don't have this process implemented in their company. In order to do this, the company has to develop a centralized database for the status of availability in their website and that must be accessible to the travel agent. By seeing the status of the availability of the flats, the travel agent can directly book the flat for the customers. This helps the company to improve the occupancy of the flats. The optimal utilization of the resources can be implemented by integrating the data and making it centralised.

The web page which shows the availability of the flats can be password protected. The travel agents who are tied up with Sunrise Hospitality must access the web page.

The integration of the system is very advantageous to the company to improve the performance and increase the company profit. The company can expand their business in other metropolitan cities like Bangalore, Mumbai and Chennai where there is very room for the Hospitality industry. The integration of the system makes it easy for the company to track all the issues anywhere and administration office can easily look at report at the end of the day. This makes the company to expand and become famous all over India. The Digital Convergence implementation for Sunrise Hospitality will help the company to develop widely and smoothen all the operations internally and externally.

### **Threats**

The company has few of the threats for the company from the external factors. One of the major threats is that the company is not getting the data on particular time. As I have already discussed before that the company is having a small office at all location of the flats, the report generated will be sent to the administration office by mail which is time

consuming. This is affecting the cash flow of the company. The implementation of the centralized database will allow the administration office to get the data instantly and they can prepare the invoice instantly.

Other unexpected threat for the company is from the customers. If the customers complaint about the service or anything, Sunrise Hospitality may lose the client. It is very important for the company to take good care of the customers and make sure that the customers don't complaint. Customer Service is very important factor to be handled in any industry.

### **Justification**

As I have already discussed about the weakness of the company from the internal factors, the implementation of integration of data centrally will surely increase the company's performance. When the data is entered in the database by the employees at the flats, the administration office can access the data instantly. This will reduce the time delay caused in the generation of the report. The real time data access can be made available to all the employees working in the company. This will surely decrease the communication barrier and remove the human errors.

Sunrise Hospitality is having brand image in India and has more scope in expanding the business. Digital Convergence can provide opportunity for the company to expand. The operation will be smoothened internally and externally. There can be streamlining in the process. As the database is centralized, the administration office can access the data from anywhere at any time no matter how much far the location of the flat might be. Therefore the company can expand all over India in all metropolitan cities like Bangalore, Chennai, and Mumbai.

As it is discussed above, if the company ties up with the travel agents, it can improve the occupancy rate and get more published in market. The creation of access to the webpage which contains the flat availability to the travel agents is a simple process and will increase the company's revenue.

### **Recommendation**

After analyzing the operations of the company, I found that the company has to implement Digital Convergence of data, which means that the data's and the report generated

at each location has to be centralized and make it access to all the staff who need the information. The real time data access will be made available if the data is centralized. If the data is integrated with the administration office, the delay in generating the invoice will be nullified and that will in turn increase the cash flow in the company.

Sunrise Hospitality Company is lacking in increasing the occupancy because the whole business is dependent on the clients or the business travellers and the booking will be made for 2 or 3 months in advance. In order to increase the occupancy rate of the business, I suggest that the company has to tie up with the travel agents and provide them access to the webpage which contains the availability of flats (This can be achieved by integration of system centrally). The travel agents can look at the availability of the flats and book the flats online. This will improve the occupancy rate and revenue as well.

As the company Sunrise Hospitality is well known for service and standards in luxury, it has a scope of expanding the business in other places in India. The integration of data will make easy for the manager of the company to track all the details and can even book the flats any time and from anywhere.

Finally I conclude that the company “Sunrise Hospitality” can be benefited by integrating their stand alone systems and make them centralized. The company can easily improve the quality of service and have scope of expanding all over the country. The company can improve the cash flow and make good revenue. Digital Convergence will surely improve the market value for the company.

## **References**

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3. Terry R. Bacon, “Selling to major accounts: tools, techniques, and practical solutions for the sales manager”, AMACOM Div American Mgmt Assn publishers, 1999, page 134.