

# How the Pestana Group AUTOMATED MANAGEMENT of requests with Jira Service Desk



## ABOUT THE CLIENT COMPANY

The Pestana Hotel Group started back in 1972 with its first hotel unit on the island of Madeira.

The growing success of the hotel and its constant enlargement led them to expand into the Algarve and Cascais in 1992, becoming the leading tourism group in Portugal as a result.

Later, around 1998, their first international project began in Mozambique, followed some years later by Rio de Janeiro.

In 2003, their position as a leading group for national tourism was assured when the group won the international contest of exploration organised by Pousadas de Portugal.

In 2006 and 2008, Pestana hotels made their debut outside Portuguese speaking countries and opened units in Buenos Aires and Caracas; in 2010, in London.

Currently, the Pestana Group has more than 90 hotel units and around 10 000 rooms.

## THE CHALLENGE

Because of the high number of hotel units, the Pestana Group was facing the need to process more than 1500 emails per day, from agency reservations to additional requests or alterations to reservations sent through platforms like Booking.com or Expedia.

Since they had no way to automate these kinds of reservations, these activities needed excessive manual labour, and it was necessary to over-allocate human resources.

In seeking a solution to this, the Group had to ensure that it was suitable to all teams: many multidisciplinary teams were involved with individuals from different age groups and with varying levels of technological knowledge.

There are currently more than 90 Pestana hotels scattered around the world, but expansion of over 50% is expected in the next few years. This means that automation is definitely a priority, with solutions that are able to respond to the growing levels of activity.

**Pestana Group experienced the problem of lack of process automation and overallocation of resources.**

## THE MISSION

To automate email processing and optimise resource re-allocation

- Ensure fast processing of emails with different formats and from different sources.
- Implement a simple solution for users with more technological knowledge as well as for users with less technological knowledge.
- Automate message classification and distribution activities.
- Provide reusable response models for the whole team.
- Ensure workflows for request management and flow control.

## THE SOLUTION

In order to provide automatic processing of the thousands of daily emails received and to ensure that all requests are managed in the best way possible, the solution was to implement:

### E-mail This Issue

An app that allows sending emails to JIRA external users

### Canned Responses

An app that allows creating response models that can be re-used by the whole team

### Jira Service Desk

A platform to manage requests created by a gateway or by email

### JQL Search Extensions

An app that allows content research in pdf, Word, and other documents attached to requests

## ADVANTAGES

Optimised allocation of resources (automation allows resources allocated to classification to be transferred to a more value-adding activity)

Improved availability of all workflow, from the initial request to its processing

Substitution of spreadsheet reports by real time

Excellent visibility of the whole workflow

“Xpand IT helped Pestana Hotel Group to improve a group of internal processes, mapping them through sustainable solutions, with the help of specialised tools, bringing an outcome of substantial gains in terms of productivity in several areas of our operation.”

Pestana Hotel Group



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