

CASE STUDY

Goan Courtyard automates processes using Nodal CMS + PMS

The Goan Courtyard

Goan Courtyard Apartments manages Studio Apartments, Rental Villas & Penthouses in Vagator, North Goa, India. It has a number of options for all group sizes and requirements.



The Challenge

- To develop into a prime serviced apartment stay option in Goa, Goan Courtyard wanted to augment its online social reach and web presence. In addition they also had a small on ground team and hence wanted to have an automated system to manage daily operations like check in, payments, bookings and invoicing.

The Approach

- Goan Courtyard went in for Nodal CMS for its customer facing needs and Nodal PMS in order to streamline operations. By using both these products they were able to achieve both their business goals; higher bookings and better property management.

Partnering with Nodal Direct

- Nodal Direct has been successful in boosting their business via direct bookings and better online visibility. This has been achieved by implementing the Nodal CMS with Amazon CDN as Goan Courtyard wanted to render a lot of visual information and video to its prospective clients.
- The Nodal PMS was structured to enable the operations of their different property types all under one single dashboards. Features such as automated customer mails and in-stay booking management were very useful to the guests of Goan Courtyard.

The Results

- Goan Courtyard Apartments was able to get all its essential tasks online. Guest management became much easier. The ROI was also great since they could scale inventory while not having to add team members. Also with the streamlining of direct bookings the founders could have more time to relax and spend lesser time stressing over marketing and bookings.

Managing operations, online and guests was becoming very taxing for me. Nodal has helped me solving all these issues and giving me more time to enjoy Golf more often.

—Brig R Nehra, Co-Founder Goan Courtyard Apartments

25%

Increase in long term bookings

25%

Reduction in software costs

+2

new properties added

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