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Implementation case



Hospitality company – A Network of Hotels Transformed with Bitrix24

Partner **Webbee Group** • New Zealand | Australia

A hospitality company managing **8 hotels across 4 countries and 2 continents**, with more than **250 employees**. The Bitrix24 implementation was tailored for a core team of fewer than 50 people handling customer communication and management.

- ✗ **Scattered customer communication** across multiple channels
- ✗ **Manual booking** and **reservation** processes slowing down the team
- ✗ **No single system** to track communication and client activity
- ✗ **Outdated customer data** and **no automation** for repetitive tasks

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Solution

We deployed **Bitrix24 On-Premise** in the company's virtual environment, bringing everything into one powerful platform.

- ✓ Customized **CRM** with clean data, tailored fields, and automated workflows
- ✓ Integrated **SIP phones** and **Facebook Messenger** for centralized communication
- ✓ Connected Bitrix24 with industry-specific software to keep client data accurate
- ✓ **Automated bookings** and reservations to save time
- ✓ Trained the team to get the most out of the platform

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*The Director of Revenue, Ever Chacón, praised the project, noting how Bitrix24 “**transformed daily operations and streamlined client management.**”*

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**The results?
Impressive**



All communication consolidated in one place with detailed client profiles



Booking and reservation processes automated → huge time savings



CRM data is always accurate thanks to seamless integrations



Team collaboration improved, errors reduced

This case proves that **Bitrix24** isn't just software – **it's the backbone for scaling, streamlining, and delighting customers.**

Want to create the next success story?
Follow the link in **the description.**

