



GUEST ENGAGEMENT AT INSPIRATO

Luxury travel club upgrades member service technology for 5-star experience

Inspirato members are incredibly busy. They have limited time to plan for and manage their vacations. And they can't afford to waste time with risky options — bad hotel rooms or sketchy rentals.

Inspirato takes care of all the details and places great importance on delivering efficient member services. This is not only because its members demand it, but because of the payoff: It frees Inspirato staff to focus more on their members, and it frees members to focus more on enjoying their vacations.

Aspenware helped Inspirato rearchitect its bookings, promotions and member account processes. Now data is centralized, processes are automated, and above all, reservations are easier and faster to make and modify.

COMPANY PROFILE

Inspirato is a private club whose members enjoy privileged access to more than 450 luxury vacation options around the world — including hotel rooms, private vacation homes, villas and residences at world-class resorts, and remarkable adventures at renowned events.

www.inspirato.com

CHALLENGES

Booking vacations and keeping track of customer information wasn't difficult at Inspirato — as long as nobody ever changed their mind or asked a tricky question. But if a member had a request that fell outside the narrow parameters of what Inspirato's reservation system would allow, well, it got a little dicey.

Inspirato customer service reps would then manually comb through spreadsheets, copy and paste information from one document or system to another, potentially email information over to accounting, wait for an answer, and probably forget to update Salesforce.

The modification system would not accept multiple modifications; the cancellation tool could not support multiple payment types.

Perhaps most frustrating of all, member, account and benefits information wasn't centralized, so data was inaccurate or redundant or both. Any attempt to analyze the data was usually a waste of time, and Inspirato reps couldn't easily understand, test or manage ever-changing discounts and promotions.

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SOLUTION

Aspenware created an entirely new system and experience for Inspirato reps that frees them from manual calculations, data safaris and spreadsheets and gets them back into the business of being present with their members.

The fully automated and completely auditable reservation and payment web application Aspenware delivered provides relief for previous pain points: It supports payment with and refunds to multiple credit cards (which is important when a single booking can be between \$20 and \$40K), it allows for unlimited modifications on a single reservation, it eliminates human error.

Most importantly, all member data is consolidated and integrated across line-of-business systems. This means Inspirato reps have instant visibility into trusted, real-time data and can be more helpful to members and more proactive in offering discounts

or other options. When Accounting needs information, it's all there in the database. No need to dig through old emails or instant messages.

When new reservations are added or when any change is made, all data — like trip totals, convenience fees, payment type and more — is automatically updated and available in Salesforce, as well. Inspirato took this capability even further, and now member services can be viewed, granted, consumed, voided, purchased or transferred from within Salesforce.

As the company and member base continues to grow, so will these applications. Everything Aspenware built is API- and service-bus-enabled. This makes for easier integration with third-party systems, which means Inspirato can create and roll out capabilities and campaigns fast.

Aspenware works with companies and organizations all over the West to create progressive technology solutions that elevate guest engagement.

Aspen Snowmass

Breckenridge Grand Vacations

Inspirato

Intrawest

Jackson Hole

Northstar Travel Media/Mountain Travel Symposium

Squaw Valley and Sugarbowl Resorts

State of Montana

State of Wyoming

Vail Resorts

Whistler

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