



SkyTouch Technology brings Salesforce innovation to the forefront

OVERVIEW

SkyTouch Technology is an independently operated division of Choice Hotels International that provides the most widely used, cloud-based property management system (PMS) known as SkyTouch Hotel OS. Properties use SkyTouch Hotel OS to manage front desk operations such as room inventory, guest check-ins and check-outs, and reporting. SkyTouch Technology has built an integration between SkyTouch Hotel OS and Salesforce to allow property management using Salesforce to sync into the PMS.

SkyTouch Technology wanted to provide timely support to their Salesforce end-users while implementing best practices and innovating their organization through on-going platform support. Although they already had a full-time administrator for their Salesforce Classic instance, it was too much work for even the most experienced admin to manage, resulting in delays with time-to-market for enhancements and bug requests. Realizing it was time to bring in some outside assistance, they partnered with MST Solutions to understand Salesforce best practices and make some major updates to their Salesforce platform.

CHALLENGE

Challenge

SkyTouch Technology was in fast growth mode and greatly needed to optimize their Salesforce organization. They needed to incorporate best practices by minimizing custom development and move towards a streamlined configuration. However, due to staffing changes, they weren't meeting the Salesforce suggested administrator-to-active-user ratio.

Without the right people managing their Salesforce application, additional support was needed to keep up with the increasing demand of their clients and end-users. SkyTouch Technology needed ongoing platform support offered by an experienced Salesforce partner. That's where MST Solutions came in.

“MST has become a trusted partner enabling SkyTouch to leverage technology to rapidly drive strategic objectives while improving the customer experience.”

Brandon Hurlbert
Sr. Director, Operations & Analytics
SkyTouch Technology

MAJOR PRODUCTS SUPPORTED

- **Salesforce Classic to Salesforce Lightning**
- **Service Cloud**
- **Sales Cloud**
- **Salesforce CPQ**
- **Customer Community**
- **DocuSign**
- **Conga**
- **Amazon Connect**
- **Pendo**

Solution

The stakeholders of SkyTouch Technology recognized the challenges within their business and quickly acted by mapping out their goals to rectify any concerns and continue evolving the business. MST Solutions worked closely with SkyTouch Technology to assess their existing Salesforce application, migrate from Salesforce Classic to Salesforce Lightning, and begin the process of taking over administrative responsibilities.

Along with improving the underlying architecture of the organization came the ability to provide exceptional and swift support for bugs and enhancements. The Managed Services solution consisted of an onsite part-time Business Analyst, along with two part-time Salesforce Developers. This configuration allowed the Business Analyst to work closely with SkyTouch Technology to understand their needs while communicating requirements to the development team to address support and enhancement requests.

Results

By working with the MST Solutions team, SkyTouch Technology was able to get the reliable support they needed to implement Salesforce Lightning best practices while making their platform easy-to-use for end-users and customers. MST Solutions resolved basic and complex issues quickly, optimized third party tools such as DocuSign and Salesforce CPQ, customized reporting dashboards and set the standard for providing administrative support.

Visit mstsolutions.com today to learn how other businesses have partnered with MST Solutions to maximize the value of Salesforce.

KEY OUTCOMES

- **Salesforce Classic to Lightning**
- **Improved collaboration and teamwork**
- **Optimized third party tools**
- **Salesforce reports aligned with Finance team's reports**

Our leadership is excited to see the payoff of the hard work MST helped us with and impressed by the quick turnaround they've done.

Brandon Smith
Operations Analyst
SkyTouch Technology