Tifco Hotel Group is comprised of 25 Hotel properties who own and operate a portfolio of hotels under the Crowne Plaza, Hilton, Arthaus, Hard Rock Hotel, Travelodge, Clontarf Castle and Holiday Inn Express across Ireland.

Brendan McAleese, Group Cost Controller

Case Study - Tifco Hotel Group

Before using DigiTally

The team at Tifco Hotel Group completed all counts using pen and paper and manually input the data onto Excel spreadsheets that had to be formulated and continually updated with new items and prices across multiple tabs and pages.

Prior to DigiTally, the Tifco Hotel Group calculated their gross profit margin and KPI reports manually. The process was very labour intensive and time-consuming.

"DigiTally is a fantastic tool for reducing the amount of time we spend on our stock management"

The Results with DigiTally

Feedback from their hotel managers has been very positive with the main benefits as follows:

- Complete control & accuracy on counting
- Stocktaking labour hours have reduced significantly
- Margin & KPI queries can be dealt with immediately
- Results received immediately via dashboard
- Improved operational efficiency across all sites
- 100% confidence in results

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The Journey with DigiTally

From start to finish the install was simple for the team at Tifco Hotel Group. With the help of the team at DigiTally, who were always available to solve any issues that arose, Brendan and his team were able to adapt to any particular needs without a fuss – nothing was too big a problem. The online assistance built into the system is invaluable as the hotel management team has real-time assistance from knowledgeable and friendly operators in DigiTally - Never waiting more than 5 minutes for a response to any query.

Since installing DigiTally, Tifco Hotel Group now has inventory results on the same afternoon the stock count is complete. As a result, the group's accuracy and operational efficiency have dramatically improved.

Key Metrics	Saved 8 labour hours per site	+	Saved 200+ labour hours per year

Completing the Journey with DigiTally

A key benefit of introducing DigiTally is the simplicity in using the software and now Tifco Hotel Group can manage food waste more efficiently and identify any data-entry errors instantly. Since using DigiTally it has increased operational efficiency across all sites. This provides the team with more accurate, automated gross profit reports and confidence in results.

Team morale and effort to achieve gross profit have increased hugely plus the hotel chefs and cost controllers have saved time that in the past would have been spent on reviewing data double-entry errors from excel spreadsheets.

Overall once it was installed and in use, it was just "Why couldn't we have had this years ago?" "It has made month end so easy".

DigiTally
Profit Margin Accountability

ARTHAUS
HOTEL

1172
CLONTARF CASTLE
HOTEL