

brillio

salesforce

PARTNER
SINCE 2018

Hospitality Compliance Solution for Franchise

AI-Driven Salesforce Solutions to Transform
Global Hotel Brand Management



A New Era for Brand Consistency in Hospitality

The hospitality industry is navigating increasing complexity in maintaining brand standards, operational efficiency, and consistent customer experiences across global properties. For large hotel enterprises, siloed systems and disconnected workflows often slow down audits, delay renovations, and create friction in compliance processes.

Brillio is transforming Corporate Hospitality Brand Management by modernizing these operations on Salesforce. Our solution - anchored in Agentforce and integrated with AI capabilities - streamlines audits, quality control, renovations, and revenue operations. The result is real-time, contextual insights that drive faster decision-making and effective action planning.

Brillio's Approach: Corporate Brand Management Solution

Modular Brand Management Built on Salesforce

Brillio's Corporate Brand Management Solution for hospitality brings together a suite of modular capabilities purpose-built to meet the operational, compliance, and customer experience demands of global hotel brands. Each capability is seamlessly integrated within Salesforce, enabling brands to drive efficiency, accountability, and consistency at scale.

Agentforce: AI-Powered Decision Support for Hospitality

Agentforce is the AI-powered intelligence engine embedded across Brillio's hospitality solution. It simplifies complex workflows by providing structured content summarizations that support fast, contextual decision-making. From renovation plans to audit findings, Agentforce enables users to access relevant summaries, knowledge articles, and documentation in real time. It facilitates content extraction and formatting for deficiencies, actions, and renovation updates, accelerating plan imports and reducing administrative overhead.

Property 360: Real-Time Visibility Across Every Business Function

Property 360 provides a complete, real-time view of each property's performance, helping stakeholders manage audits, renovations, and compliance initiatives across all business areas. The solution enables a "Property at a Glance" experience, bringing together information on brand standards, improvement plans, and exceptions in one unified dashboard. This portfolio-level view supports both on-property and above-property stakeholders, offering transparency and alignment throughout the organization.



Quality Assurance: Centralized Audits and Dynamic Compliance Tracking

Brillio's Quality Assurance capability transforms how audits are conducted, tracked, and acted upon. The platform enables teams to schedule audits, surface deficiencies, and manage quality control measures through a dynamic scoring model aligned to brand standards. Audit results are directly linked to actionable metrics, allowing organizations to manage corrective actions, renovations, and waiver requests from a centralized hub. The solution ensures audit workflows are not only consistent but also intelligent, offering meaningful insights at every step.

Renovations: Aligned, Tracked, and Delivered with Brand Precision

Brillio's Renovations module ensures property improvements are consistently aligned with brand mandates, whether initiated from audit results or strategic planning. It supports fixed renovation cycles and enables users to build, track, and manage renovation plans with full transparency. Whether a renovation is triggered by audit scores or proactively initiated by management, the platform ensures strict adherence to brand standards, giving leadership confidence that every improvement reflects the intended guest experience and image.

Waivers & Exceptions: Balancing Flexibility with Brand Governance

The Waivers & Exceptions capability allows hospitality teams to manage deviations from brand standards in a structured, auditable manner. Users can submit waiver requests supported by justifications and documentation, while the system ensures that every exception is reviewed, tracked, and approved using defined criteria. This approach strikes the right balance between operational flexibility and brand integrity, giving teams the ability to respond to real-world challenges without compromising core values.

Revenue Management Services: Streamlined Lead and Contract Workflows

This capability supports the optimization of lead and opportunity management across corporate revenue services and cost centers. Brillio's solution centralizes workflows for service contracts, renewals, pricing approvals, and hold management, providing visibility into the full lifecycle of services tied to brand operations. By automating key steps - such as submissions, approvals, and renewals - Revenue Management Services reduces operational burden and ensures that each engagement is managed consistently and transparently.



Support & Help Center: Global Enablement with Local Responsiveness

Brillio's Support & Help Center serves as the centralized engine for delivering assistance across both corporate and property teams. Designed for global scale, the solution offers built-in access to knowledge articles, service documentation, ticket tracking, and dynamic routing - ensuring faster response times and accountability. The platform also supports SLA tracking and helps teams resolve issues efficiently, improving productivity while maintaining service quality.

User Experience Design, Library & Architecture: Built for Consistency and Scale

Brillio's Design Library and Architecture framework delivers a cohesive, modern user experience across all modules. Informed by deep UX research and heuristic analysis, the platform ensures that every application is intuitive, brand-aligned, and secure. The centralized Design Studio provides scalable components and metadata-driven architecture (LWC), enabling cross-app consistency and rapid development. Security and branding are baked into the design, ensuring each module delivers not just function, but polish and trustworthiness.

Delivering Tangible Value Across the Brand Lifecycle

Brillio's Corporate Brand Management solution delivers measurable impact across property audits, renovations, and operations by removing friction, increasing data visibility, and enabling AI-powered decisions at scale. Through deep integration with the Salesforce platform and Agentforce, Brillio empowers hospitality leaders to act faster and smarter across business units and geographies.

Key Benefits

- 35% reduction in process steps through streamlined workflows and digitized approvals
- 50% fewer clicks required for common tasks via optimized UI and automation
- Faster access to insights through context-aware data summaries and audit triggers
- Accelerated deficiency resolution with clearly surfaced problem areas and action plans

Our Core Tenets

Brillio's solution is anchored in strategic principles designed for scalability, compliance, and user-centric design:

- **Corporate Brand Consistency** – Enforcing unified standards across regions and asset types
- **Operational Efficiency** – Reducing effort and complexity across audit and renovation cycles



- **Customer Experience Management** – Supporting consistent, high-quality guest experiences
- **Data-Driven Decision Making** – Empowering leadership with relevant, real-time information
- **Integrated AI Enablement** – Delivering automated summaries, quality scoring, and planning
- **Innovation & Scalability** – Ensuring the platform adapts as business needs evolve
- **Collaboration & Communication** – Promoting alignment between corporate and property teams

Brillio enhances these capabilities through reusable assets, frameworks, and a deep well of hospitality industry knowledge - ensuring each solution is as maintainable as it is impactful.

Why Brillio?

Brillio is a trusted Salesforce Summit Partner with a decade-long track record of delivering data-driven transformation across Sales, Service, and Revenue domains. We support end-to-end Salesforce programs, from consulting and implementation to AI and cloud modernization. As a preferred partner for Salesforce's Agentforce initiative, we collaborate closely to deploy AI-powered capabilities across Data Cloud, Einstein, and next-gen service platforms.

Our expertise spans a wide range of transformation areas:

- Sales and revenue optimization
- Human-centric service transformation
- Intelligent customer service and care management
- Industry cloud transitions for health, life sciences, communications, and auto finance
- Salesforce product development and modern Lightning experiences
- Full lifecycle support across DevOps and Salesforce Professional Services





ABOUT BRILLIO

Brillio is a digital technology services company that drives AI-first engineering and design-led experiences for global enterprises. Born digital in 2014, its consulting-led services span Customer Experience, Data & AI, Product Engineering, and Digital Infrastructure. With an industry-leading NPS of 71, Brillio accelerates time to market through its proprietary BrillioOne.ai platform, powered by AI-ready talent with deep domain expertise.

Brillio is the official Digital Transformation Partner and the official Data and AI Services Provider of Atlassian Williams Racing. Brillio partners with leading technology providers including Microsoft, AWS, Google Cloud, Salesforce, Adobe, Databricks, and Snowflake and operates with 6,000+ “Brillians” across 15 global delivery centers. Consistently recognized as a Great Place to Work® since 2021, Brillio blends innovation, talent, and purpose to deliver measurable outcomes for clients and fulfilling careers for employees.



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