



HOLLYHOCK

FEATURED CUSTOMER CASE STUDY

How Hollyhock Increased Registrations by 3%+ with Retreat Guru

How this retreat center upgraded their reporting, increased their visibility and grew customer registrations

Meet Hollyhock Retreat Center

Hollyhock is a retreat center located on the tranquil Cortes Island of British Columbia, Canada. This top wellness retreat center creates meaningful experiences that inspire personal growth and social transformation.

Their vision is to “achieve a future where people live in right relations with ourselves, each other, and nature – understanding that these are intricately connected.”





The Challenge

Hollyhock's strategic plan for 2016 included an upgrade to their tech stack, but no clear path was in place.

When Peter Wrinch was appointed as CEO of Hollyhock in 2017, he was keen to start the process of modernizing the technology. The first priority was giving guests the ability to book retreats online.

Like many retreat centers, Hollyhock registered guests using a complicated hotel system from the 1990's that lived on a local server. It was so complex that a volunteer had built an access level database on top of the app to make it work.

“[Before we moved to Retreat Guru] forget user experience, ease of use, customer centric - none of that was present in our booking experience.”

Even though the pain was great, Peter decided not to make changes immediately – he wanted to fully understand Hollyhock's environment before finally making the move in 2019.



The Path Forward

Peter realized that Hollyhock was an organization in transition. Although Hollyhock's systems were outdated, most of the newly expanded team were avid users of current-generation applications in other aspects of their lives. They were keen.

Peter didn't want to do it off the side of his desk, and no one else in the organization had the required expertise; so he engaged a consultant to review Hollyhock's tech stack – from fundraising and marketing, to file sharing, remote access, and registrations.

In 2018, Hollyhock moved to Google Suite, integrating Asana, Slack, Zoom, and in November of that year, implemented Retreat Guru.



The Solution

“We were literally shooting into the abyss before.” Peter said. “We needed to do a better job of correlating marketing campaigns and other initiatives with registrations – what’s effective and what’s not. RG helps us to do this by making the data readily available.”

One of the massive benefits of Retreat Guru that Hollyhock has realized is transparency. Retreat Guru makes it easy to share data across various teams. No more of ‘emailing this person, who asks another person, who calls someone who can run the report’.

“That was our reality in 2018. And now if I want to know where this program is – one click. I can’t stress this [benefit] enough. It’s been huge. Retreat guru enables transparency across your entire organization.”



The Results

As Retreat Guru moved Hollyhock into the current generation of tech, “All of the sudden we had real time reporting. As the CEO, I can log into Retreat Guru, as I do every day, and view the dashboard for a snapshot of our business.”

This new visibility allows Hollyhock to prove the impact of their marketing campaigns through true and believable data.

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“In our first year of using Retreat Guru (2019), we had a record breaking year at Hollyhock.” Peter recounts. “There were a lot of factors, but there is no doubt in mind that Retreat Guru, by itself, increased our registrations by 2-3%.”

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