

Case Study

Resolving STR Channel Tax Discrepancies Saves Time and Money For Track Customers



Tax Discrepancy

Overview

A 1200-unit property-management company on the Oregon coast has been a Track customer for more than three years. This partnership has been mutually helpful as features have been developed.

Recently, the PMC's operations team became aware of a major time suck that impacted their organizational agility. They collectively spent 2–3 hours a day adjusting reservations to balance tax discrepancies and sought out a better way to accomplish this tedious but important task. They found the solution with a highly effective Track feature that is baked right into the core of our platform - something that truly represents Track's understanding of the fundamentals of the STR business.

The Situation

Tax discrepancies like those impacting this customer occur because OTAs and channels may differ from the PMC's themselves in how they calculate taxes. While Track calculates taxes on each individual night, OTAs and channels may base them on the total rent. This can lead to rounding differences in the tax subtotal, creating a small variance between the channel booking and the tax calculations on the PMC's side. While the variances are small — normally \$0.01 to \$0.07 or so — the balances and time spent making corrections add up over time. The property management team spent approximately 75 hours monthly on this issue.

“It’s really gratifying to dig into customers’ specific challenges and figure out how to make their lives a little easier,” said Katie. “In this case, the fix was already available and just needed to be implemented in their system. Many of our core features are built based on direct customer feedback, and we are excited to see features like the Channel Tax Discrepancy System being used to save our customers time.”

The Solution and Results

Track’s Channel Tax Discrepancy System automatically adjusts reservations to correct the variance between the channel balance and Track. This feature, introduced proactively by Track to alleviate this type of cost and time inefficiency, is typically configured during a customer’s implementation period. In this case, the Channel Tax Discrepancy System was developed after the customer had been activated on Track but all they had to do was “flip the switch” to turn it on and set it up.

Katie on the customer success (CS) team helped configure the Channel Tax Discrepancy System with the customer’s team members, demonstrating the strong relationship, technical aptitude, and commitment to support that the CS team strives for. The balances are now automatically adjusted without any manual intervention, saving the ops team 75 precious hours per month on balancing their books.

What It Means

This example illustrates:


- The nature of Track’s relationship with customers;
- How that relationship drives innovation at Track;
- Why innovation doesn’t need to be “sexy” or new to be impactful; and
- How Track’s subject matter experts and deep market knowledge are reflected in our product roadmap.

A more transactional support relationship might not have uncovered this particular issue with this particular customer. But thanks to the rich interactions between them and our experienced support team, Katie understood that the Channel Tax Discrepancy System was exactly what they needed. Now, rather than configuring the system on an as-needed basis, the system has been enabled by default for all current and future customers.



To learn more about the Channel Tax Discrepancy System, visit our [Help Center](#) or contact your Track Customer Success Manager.

Contact Us

 1-844-757-0800

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