



“With Entegra, I’ve always been able to send an email or pick up the phone to get in contact with someone. It’s a value other GPOs don’t provide.”

Brian Rohl

Group Director, Corporate Purchasing and Cleanliness | Coast Hotels

“The ability to have somebody to speak to at my whim is critical to me. Partners who understand that are pretty valuable.”



Coast Hotels is a mid-range hotel chain in western North America with over 37 hotels and resorts in the US states of Alaska, Washington, Oregon, California and in the Canadian provinces of British Columbia, Alberta and Yukon. The chain has been a subsidiary of the Japan-based APA Group since 2016.

Coast Hotels turns the standard hotel concept on its head, with one-of-a-kind properties, a Refreshingly Local™ attitude and an unmatched dedication to their guests.

What concerns did you have about partnering with Entegra? What put your fears to rest?

In my experience with other GPOs, they were extremely quick to overpromise, then under-deliver. I worked with Entegra in the past, so there was a confidence level based on history. Most competitors in the GPO space have a sign-me attitude, basically signing clients, pivoting and moving on. That just doesn’t happen with Entegra.

What aspect of partnering with Entegra appealed to you most?

The promise or commitment to have all our locations optimize purchasing to maximize rebates. Entegra commits to helping us maximize the returns for individual locations, and in my case, that was extremely sought-after because we weren’t getting that before.

“The biggest factor for me was the people at Entegra. In my experience with Entegra’s competitors, I didn’t get valuable reporting or personal attention — plus, there were errors in the data I was receiving. That isn’t the case with Entegra.”



How has your partnership with Entegra strengthened your business operations?

Our partnership with Entegra has been extremely critical showing us that buying the right things and pivoting on a group scale can really lead to the bottom-line impact we both benefit from.

How has your partnership with Entegra improved the quality of service you provide to your customers?

As a corporate purchaser servicing the needs of my franchised, owned and managed groups, I am confident in the data I provide to them. I didn’t have that same confidence with other GPOs because of the numerous reporting issues and challenges getting information. Additionally, Entegra has helped me get my other partners a big return on investment by getting all the rebates they’re entitled to.

About Entegra

Entegra boosts the performance of hospitality-driven businesses by helping them save on purchases and improve operations. As the largest food group purchasing organization in the world, we deliver the industry-specific savings solutions, digital tools, advisory services and corporate social responsibility support to help clients improve customer experiences — and achieve their goals.



**Start strengthening your business operations:
call 1-833-955-1490 today.**

 Entegra Procurement Services

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