

Hotel Provides Excellent Guest Service with Improved Staff Efficiency



With the highest decrease in occupancy rates since 1971, providing flawless customer service is more critical than ever to keeping rooms full and guests coming back. So when a large hotel complex wanted to find ways to increase the efficiency of their staff, they started by upgrading the hotel's aging two-way analog radios to MOTOTRBO™ digital technology. With MOTOTRBO, the hotel has not only eliminated coverage gaps between the properties but has sped up response to guest requests.

Situation: Coverage gaps and a cumbersome work ticket application

Located in the heart of California's Silicon Valley, the hotel's two 15-story buildings are located across the street from each other, with one connected to a 400,000 square foot convention center complete with exhibit space, ballroom, attached patios and 12 loading bays.

While the hotel provides generous amenities for all of its business and leisure guests, executive-level rooms with premier services and upgrades are also available, raising the bar even further for delivery of superior customer service. However, compliance with those expectations means that the hotel's staff must have the tools available to increase efficiency and accountability.

The hotel's aging two-way communications system consisted of analog radios that were nearing end-of-life. Coverage was spotty not only between the properties but also within the buildings themselves. The Director of Front Office Operations decided it was time to upgrade the technology and met with Tim Holt, General Manager, BearCom, a Motorola channel partner to discuss her options. During the meeting, the Director also mentioned that the hotel was using a work ticket application called Guestware.

While the application resided on the computer and improved operations from the old paper-based method, the process was still cumbersome and slow. Whenever a guest would call with a request or an issue, the front desk would log into the application, open a work ticket, then pick up the radio or telephone and call housekeeping, engineering or maintenance. When they reached the right person, which could take several attempts, they would assign the job, open the application and update the record. Once the job was complete, the front desk then had to rely upon the individual to call back and report the status so the ticket could be closed out.

Products

- MOTOTRBO XPR™ 6550 portable radios
- Guestware application

Benefits

- Extended coverage throughout the hotel property
- Improved audio in high noise areas such as kitchen, dock and boiler room
- Improved front desk efficiency
- Reduced response time for guest requests



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-Tim Holt, General Manager, BearCom

Solutions: MOTOTRBO allows staff to automate work processes and ensure accountability

Holt proposed MOTOTRBO digital radios which would not only resolve the coverage issues across the entire property, but would also significantly improve the efficiency of the work ticket application.

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The digital MOTOTRBO radios would not only extend radio coverage to the other properties, it would also address coverage gaps when users needed to communicate to or from the basement of the properties, further increasing efficiency and speeding staff response.

Results: Improved staff efficiency, reliable voice and data communications, greater customer service

The ability to deliver excellent customer service depends upon easy, reliable communications between staff members. With the work ticket application now accessible through the MOTOTRBO radios, if a guest calls with a request, the front desk has an efficient, reliable method of responding to the issue and ensuring that it was completed. As soon as the call is received, a work ticket is opened and assigned to the appropriate service team, who immediately receives notification of the work ticket, accepts it and automatically verifies receipt and updates the system. Once the issue is resolved, the service person uses the application in the MOTOTRBO to close the ticket, which sends a verification alert to the front desk and closes the work ticket.

About Mototrbo

MOTOTRBO is a digital communication technology platform that combines exceptional two-way radio with digital technology to deliver increased capacity exceptional voice quality and extended battery performance. It proves integrated data applications such as text messaging and customized applications via Motorola’s Application Developer Program, the industry’s largest worldwide developer program which includes 19 developers in North America providing over 30 customer applications ranging from GPS tracking, email interfaces, work order ticket management, system management and more.

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– *Tim Holt, General Manager, BearCom*

Lower operating costs

The process not only improves guest satisfaction, it lowers operating costs by:

- Managing work orders
- Streamlining workflow and service delivery
- Following up on guest requests/problems to ensure closure
- Providing accountability
- Identifying repeat problems for process improvement action

Greater coverage

Because of coverage issues between the two properties, as well as the inability to communicate into the basement areas of the hotels, hotel staff not only carried two-way analog radios with them but also relied on cell phones when radio coverage was inadequate. With the reliability and extended coverage of the MOTOTRBO radios, the hotel staff no longer needs the cell phones. “The MOTOTRBO radios not only improved coverage, the solution also further lowered costs by reducing the number of cell phones required, as well as the ongoing monthly service fees for those phones,” says Holt.

Better audio

The MOTOTRBO radios have significantly improved audio quality over the aging analog system. “The hotel staff uses the radios in some high noise areas, such as the kitchen, laundry room, engineering room and on the loading dock,” says Holt. “With the crisper audio of the MOTOTRBO radios and the headsets with noise suppression capability, they can now hear clearly without having to repeat themselves several times like before.”



Motorola MOTOTRBO XPR Digital Radios



About Partner

Founded in 1981, BearCom is the largest wireless equipment dealer and integrator in the world, with 28 branches across the nation. BearCom has received numerous awards over the past 27 years for innovation, customer service, and industry leadership.

What's next: Location Services help dispatch closest security personnel

Eventually, the hotel hopes to begin using the GPS Location Tracking application within the MOTOTRBO radios. For example, if an unauthorized person is seen on premises or a problem occurs on the exhibit floor, dispatch personnel can find the location of the security officer closest to the scene and send them to the site, reducing response time. If a guest calls reporting a problem in the room, such as a broken faucet, dispatch can locate the nearest service personnel to quickly take care of the problem.

Differentiating the guest experience

MOTOTRBO radios can help hotels and resorts improve the efficiency of work processes as well as provide staff members with instant communications for faster response time to guest issues. MOTOTRBO radios offer greater performance, productivity and value, due to digital technology that delivers increased capability, integrated voice and data communications and a customizable, business-critical communication solution.

To learn how MOTOTRBO can help your business visit

www.motorola.com/mototrbo



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