

Delivering VIP guest services with wireless telephones

The Royal Hideaway Playa del Carmen

The five star Royal Hideaway Playacar uses Polycom SpectraLink Wireless Telephones to deliver world-class service.

The Royal Hideaway Playacar is a five-star, all-inclusive luxury resort in Playa del Carmen, Mexico. The property covers 5.5 acres and consists of 200 guestrooms. A member of Leading Hotels of the World, the Royal Hideaway is the first adult-only, all-inclusive resort in the world to be awarded the coveted AAA Five Diamond Award in 2007. Its parent company, Occidental Hotels & Resorts, is the first Spanish hotelier to be recognized with such an honor.

A Positive Guest Experience Makes All the Difference

Maintaining the highest standards in guest services requires staff to be available 24/7 to tend to guest requests while staying in touch with each other no matter where they are on the property. In early 2006, the resort's management team sought a new communications system so the staff could more efficiently and effectively perform their jobs.

The resort had been using two-way radios to keep staff in contact, but the radios were noisy and there was no integration with other information systems or the property's telephone system. In its search for a communications solution that met its needs, hotel management prioritized their criteria. They wanted a device that offered all the features of a business telephone, including two-way radio functionality, but would also be capable of integrating with the hotel's customer relationship management (CRM) system, known as Triton by Knowcross. They also wanted to be sure the staff would have coverage anywhere on property.

Wireless Telephony Keeps Resort Staff Connected with Guests and One Another

Royal Hideaway evaluated several different wireless telephone systems and decided to deploy Wi-Fi handsets from Polycom. They chose 30 SpectraLink i640 Wireless Telephones to be used by the concierge, management, and housekeeping teams. Management liked that the handsets interface directly into the existing Nortel PBX call management network and leverages the existing property-wide Wi-Fi network which consists of access points from multiple vendors including Cisco, Proxim and 3Com. And of course, the system offers integration with the Triton CRM system enabling automated two-way text messaging so that guest requests are addressed in real time.

The SpectraLink handsets allow users to make and receive phone calls, as well as call internally by dialing an extension. Hotel management also likes the handset's unique push-to-talk (PTT) feature so staff has the option of either using the telephone feature or the broadcast information feature depending on the circumstances. The SpectraLink design was also a factor as it allows the staff to maintain quiet, discreet conversations whereas the noise generated from the two-way radios often disrupted the guest experience.

Challenge

Maintaining the highest standards in guest services requires that staff always be available to tend to guest requests as well as remain in touch with one another no matter where they are throughout the property.

Solution

Polycom's SpectraLink i640 Wireless Telephones critical to hotel concierge, management, and housekeeping teams.

Result

Improvement in response time to guest requests through the use of wireless telephones which are a tool for staff members assigned to ensure VIP guests receive the highest levels of service. Hotel management consistently receives high guest satisfaction scores of 95 percent and higher which have resulted to a significant degree from the wireless telephone system.

"We picked Polycom's SpectraLink Wireless Telephones and the Triton by Knowcross CRM system so that we could continue to provide our guests the highest level of service. We can address guest requests more quickly than ever, find each other faster and receive critical information in text-message format."

Liliana Martinez
Director
Royal Hideaway Playacar

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Perhaps the most obvious benefit has been the faster response time to guest requests which has resulted from the use of wireless telephones. When a staff member is assigned to a guest upon check-in to ensure VIP level of service, this can now be communicated instantly upon guest check-in, rather than the old multi-staged manual method of tracking down the individual staff member which often took several steps to accomplish. Now, through integration with the Triton system, a message is automatically sent to the appropriate handset letting the designated staff member know as the guest is checking in so introductions and greetings happen immediately or the reverse upon check out when staff members are contacted to ensure the guest has left nothing behind in the room. In addition, a message is sent to the housekeeping team so they know the room is ready to be cleaned. The text messaging capability also allows staff to prioritize issues for greater efficiency.

The IT Perspective

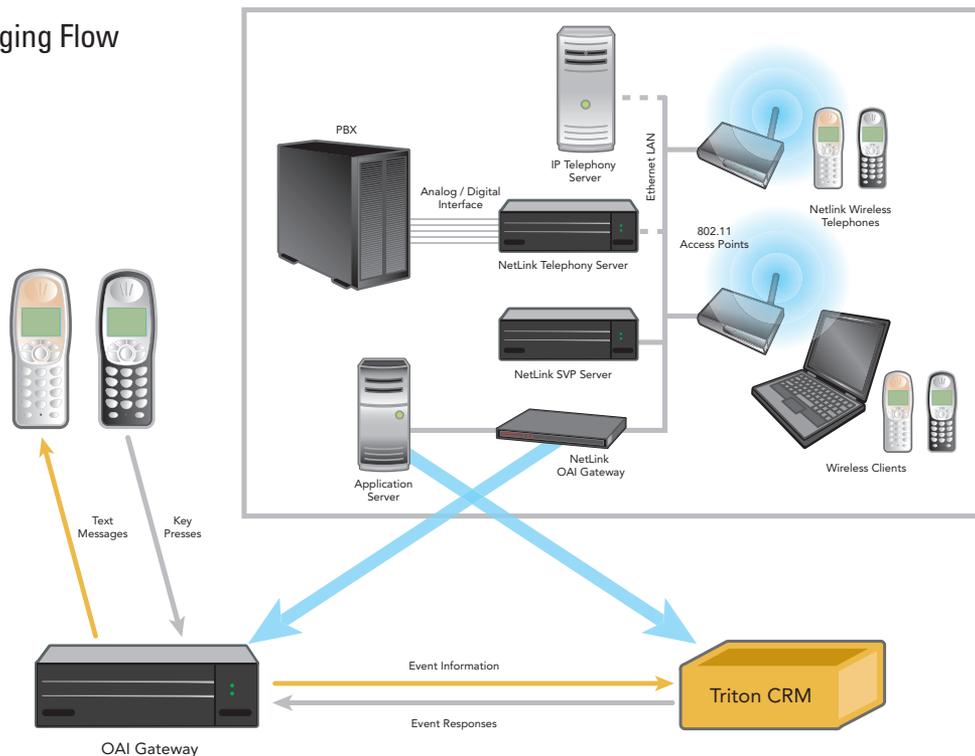
Polycom's ability to enable real-time messaging and control solutions helps connect employees, systems and guests by providing a common interface to a multitude of hotel applications. The SpectraLink Open Application Interface (OAI) Gateway enables third-party applications to integrate with the wireless system so users can send and receive real-time text messages and alerts using the SpectraLink Wireless Telephones. This unique two-way functionality enables mobile users to rapidly respond to non-voice messages, reducing time to decision and increasing productivity throughout the hotel.

The Royal Hideaway Playacar uses the SpectraLink OAI Gateway to respond to messages dispatched from Knowcross' Triton guest service system. Staff also has the ability to send and receive text messages when voice communication is not feasible.

Liliana Martinez, the property's director of rooms said, "Once you have a handset, you don't want to lose it. It is so handy and easy-to-use. We are able to complete tasks more quickly than ever before." She added, "We selected Polycom's SpectraLink Wireless Telephones and Knowcross so that we could continue to provide our guests the highest level of service. It's easier to meet our guests' needs, access our staff and we like the ability to receive information in text-message format."

Hotel management has seen consistently high guest satisfaction scores of 95 percent and higher, and they are confident that the wireless telephone system has played a role in this. Plans at the Royal Hideaway Playacar are to add additional handsets so every team member will have their own wireless telephones.

Messaging Flow



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