

Elevate Staff Efficiency While Improving Guest Satisfaction

INTRODUCTION

Mastering the art of communication in the hospitality industry goes beyond the words themselves – the right conduit for realizing effective communication is essential.

Consider the scope of the hospitality sector – it encompasses 1.86 million hotel property workers, 4.9 million guest rooms, and 62.2% average occupancy in the U.S. (source: *American Hotel & Lodging Association's 2014 Lodging Industry Profile*). Seamless, integrated staff communication becomes the lifeblood for a hotel, enabling it to smoothly operate and triumph in customer service over the competition. This superior experience can inspire guests to share praiseworthy reviews via word-of-mouth, social media, TripAdvisor and other sources. Reviews are a powerful currency that impacts a property's bottom line – one negative review can cost a hotel 30 customers (source: *Convergys*).

Hotels continue to emphasize the creation and delivery of the guest experience, particularly the tangible aspects such as high-tech in-room features, the concept of 'lobby living rooms' and the latest culinary trends. But, **it's the behind-the-scenes, continuous interactions among staff that bolster guest satisfaction and safety** – regardless of property size or guest demographics: millennials, honeymooners, families, business travelers, groups or any niche in between.

Tapping the right devices to conduct smart communications is at the core of raising the bar in guest service. Team members can more efficiently resolve customer issues, check work order status, share valuable information in real time, safeguard guest security, and, as a result, ensure that

a hotel is steps ahead of the competition.

Motorola's MOTOTRBO™ digital two-way radios, applications and accessories deliver a business-critical communication solution designed to be successful and affordable in **boosting operating efficiency, elevating the guest experience, and turning customers into life-long brand advocates**.

CUSTOMIZATION – CENTRAL TO STRATEGIC COMMUNICATIONS

One of today's hospitality industry buzzwords is "customization" as it relates to a highly curated guest experience – but this concept is for more than the "heads



HIKEY ARCH

Director of Information Technology at The Carlyle – A Rosewood Hotel in New York City

- Started using MOTOTRBO digital radios in 2008 – Looked into other radios but they weren't durable or designed for longevity in the field
- Radios used in multiple departments – engineering, housekeeping, security, food & beverage, front desk and guest services

“Streamlining and aligning technology with the MOTOTRBO radios allow us to meet our business and operational needs. With the ease of just a push of the button, we improved response time and enhanced safety and security, which all benefits guests. MOTOTRBO digital radios are reliable, rugged and powerful communications devices.”

“Motorola understands innovation. There is always something new because they listen to customer feedback and react in order to enhance devices.”

in beds” and should also apply to the in-house communications strategy that a hotel implements. **Hotel teams that possess industry-leading communication tools, such as MOTOTRBO digital radios and applications, for their distinct needs can easily collaborate and execute nearly flawless service delivery to guests.**

Different hotel roles – managers, front desk staff, security guards, event managers, housekeepers, engineers, technicians – require different communication devices to achieve job success, and MOTOTRBO radios’ extensive offerings satisfy those needs. For added ease and convenience, MOTOTRBO radios are compatible with the leading guest management applications such as HotSOS, StreetTrek™ and GuestWare®.

Hotel staff strive to excel at their jobs, keep guests safe, and exceed customer expectations. Clear, secure, uninterrupted voice and data communications, tailored to an individual hotel’s distinct operability, is crucial for bringing these goals to fruition.

CAPABILITIES – REINVENTING TWO-WAY DIALOGUE

MOTOTRBO's digital radio capabilities are exceptional for use in the hospitality marketplace.

Seamless voice and data in an instant. Simple and secure push-to-talk mechanism in sleek, discreet hand-held devices. Work order ticketing management and job status tracking directly on the radios. GPS Location tracking to pin-point personnel. Extending communications reach to anyone with a smartphone or mobile device virtually anywhere they go on- or off-property.

Sharing real-time information – whether it's to housekeeping because of a guest request, to maintenance for the status of equipment repair, to security during an emergency, or to shuttle bus drivers about a group off-site – inspires staff to act responsively and creates an environment that encourages guest loyalty and repeat business. Attention to detail and rapid response time are critical when it comes to customer satisfaction and safety.

Customizing a Communications Road Map

MOTOTRBO Radio Type Users

SL 7000 Series	Manager, Hotel Owner, Front of House, Event Planner
XPR 7000 Series	Maintenance Technician, Security Supervisor, Housekeeping/Room Service
XPR 5000 Series	Limousine Driver, Security Patrol, Dispatch Operator
SL300	Concierge, Porter, Restaurant Host
CP200d	Security Guard, Contractor
CM300d	Shuttle Bus Driver

Applications – WAVE Mobile Communicator, Work Order Ticketing Management, Telephone Interconnect, GPS Location Tracking



LESLIE STYLES

**Association Manager for the
Kingston Plantation Master
Association in Myrtle Beach,
South Carolina**

- Began using MOTOTRBO digital radios in April 2015 – had previously used analog radios but needed to expand capabilities with a digital solution to improve staff efficiency
- Radios are utilized by security, maintenance and staff across the 145-acre property

“With our analog radios, we had a limited number of communication channels, which affected productivity at the various Plantation locations. Staff members were constantly hearing the chatter from other locations and had to wait until one location stopped communicating before they could proceed with their discussion. With MOTOTRBO, we went from two channels to 9 channels and have significantly improved the clarity and range of communication.”

“The MOTOTRBO digital radios have an ‘all call’ channel which allows security to quickly alert staff throughout the property should an emergency arise. We believe this feature is an asset to our security officers and helps to keep our owners, guests and staff safe.”

“These radios were definitely the right choice for us because they are user friendly and offer extremely reliable service.”



MOTOTRBO portable radios empower hotel staff to excel in their roles, and the impact on guests is significant. The ability to quickly share information via talk or text means less steps involved so requests are satisfied (and problems solved) quicker. **Communication strengthens collaboration among staff, thereby improving productivity and driving guest satisfaction at a faster rate.**

MOTOTRBO digital radios and applications are leading the way of next-generation communications, remaining on the cutting-edge of technology and style to serve the hospitality industry. In addition to hospitality, MOTOTRBO radios are used throughout the manufacturing, transportation and logistics, education, and public safety sectors.

MOTOTRBO Radios and Applications = Solutions for Driving Guest Satisfaction

- Resolve a guest's problem in record time
- Swiftly connect to staff members thanks to instant voice and text capabilities
- Track personnel for safety purposes
- Handle emergency situations promptly and unobtrusively
- Submit work orders, track progress, ensure job accountability, and eliminate inefficiency
- Coordinate group activity among shuttle bus drivers, convention staff and other partners virtually anywhere



Sprawling resorts can have numerous restaurants, pool areas and wide golf courses, making it difficult to keep track of staff and security personnel. But, using the built-in GPS capability of MOTOTRBO radios and the graphical interface of the StreetTrek dispatch console, management can see at a glance where everyone is located. And, if an emergency arises, the prominent orange button on each radio can be used to summon assistance – to exactly where it is needed.

CONNECTION – BROADBAND PUSH-TO-TALK ANYWHERE

WAVE™ communications software has helped reimagine what an inter-connected communications group of hospitality professionals can accomplish. Consider these scenarios:

The staff at a conference center needs to stay in touch all day – from the porters and security guards with their rugged two-way radios to the administrators in front of their computers to the managers with their smartphones. With WAVE applications turning PCs, smartphones and tablets into multi-channel push-to-talk devices, everyone can freely communicate and collaborate with others, on the device that suits them best, from virtually any location.

The luxury resort has a VIP wedding on-site, and the staff needs to work seamlessly with the chauffeur, caterers, entertainers and other outside contractors. Rather than having to buy or rent additional two-way radios, WAVE can create an interoperable communications environment so that contractors that bring their own radio systems can use them to communicate with those operated by the conference center and other contractors. Contractors can also be set up with access rights to any or all of the available radio systems using

smartphones or office PCs. At the end of the party, all those accounts can be quickly deactivated, with no need to organize the return of radios and accessories.

VIA WAVE...

- **Real-time voice and data flows rapidly and securely between hotel team members virtually anywhere over any network using any device** – revitalizing the manageability of the work environment.
- **Potential communication barriers of long distance and disparate technology equipment are eliminated** so collaboration among colleagues on-property and off-site can thrive.
- **Interoperability, flexibility and scalability** are optimized as work is effectively managed on radios.
- The **concept of radio-on-demand extends beyond the radios themselves** to encompass smartphones and PCs off-site as well as broadband and Wi-Fi networks.

MOTOTRBO communication solutions run deep. GPS tracking to pin-point the location of hotel personnel is particularly crucial during

safety-related situations. Earpieces and integrated Bluetooth® for wireless communications allow hotel staff to conduct business as usual without disturbing guests. Intelligent, industry-leading audio revamps the capabilities of a hotel's workforce.

Form, function and style converge with MOTOTRBO radios' sleek, discreet devices. Hotel staff favor the discretion afforded by these thin, light yet extremely powerful radios that comfortably slip into pockets without bulk. And, thanks to the extended battery life of MOTOTRBO devices, team members can communicate with peace-of-mind.

COSTS – AFFORDABILITY YIELDS SUCCESS & ADVANCES QUALITY

Implementing MOTOTRBO business-critical communication solutions can help **deliver significant financial savings that can be invested back into a hotel itself** – to enhance the property and for additional staff training, with the result of improving the overall guest experience.

According to the 2014 Lodging Technology Study on IT strategy and performance, 27% of respondents said they have an insufficient technology budget. MOTOTRBO radio solutions are an affordable answer to this budget quandary.

COSTS COUNT – SAVE SMART

- **Voice and data in one device** – meaning less additional equipment – can yield a significant monetary saving.
- After the one-time initial financial outlay for MOTOTRBO two-way digital radio equipment, **there are no other fees – no monthly charges like with cellular phones**. MOTOTRBO radios' **reliability is priceless** – communication continues even when a cell tower is compromised.
- **The breadth of area coverage** (especially with applications like WAVE) and **industry leading product reliability means hotels save money without sacrificing quality**.

CONCLUSION

Investing in MOTOTRBO digital radio solutions – including applications such as WAVE and discreet accessories – is a smart, worthwhile and affordable investment in a hotel's long-term health and wealth. Seamless technology efforts in the hospitality space should go beyond guest expectations of broadband networks and Wi-Fi. With the right internal communications infrastructure in place, hotels can significantly bolster guest satisfaction, improve safety, and cultivate guest loyalty while minimizing operating costs and enhancing value.



For more information on how Motorola can meet your diverse communications needs, visit www.motorolasolutions.com/hospitality.