

CASE STUDY

JW MARRIOTT SAN ANTONIO

ENABLING COST SAVING SOLUTIONS WHILE INCREASING STAFF EFFICIENCY



Teldio 
Taking Radio Beyond Frequencies™

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JW MARRIOTT®

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OVERVIEW OF THE SITUATION

New flagship hotel property to raise the bar in guest service

Located in the beautiful rolling countryside of Cibolo Canyons in south Texas, the JW Marriott San Antonio Hill Country Resort is one of Marriott International's newest properties. Celebrating its grand opening in March 2010, the resort offers over 1,000 rooms, a conference center with 140,000 square feet of meeting space, a six-acre water park, 700-acre preserve, and a 36-hole TPC golf course.

Maintaining Marriott's legendary high standards for guest satisfaction requires tools that increase efficiency and enable the resort's service employees to respond quickly to guest requests. So when Brian Sherman, vice president of S&P Communications, a local Motorola channel partner, called on the resort to learn of their communications needs, Steve McGuire, director of engineering for the resort, was ready to listen.

Improving the productivity benefits of CRM

While the hotel's CRM software improved the productivity of its maintenance and housekeeping staff, it was still dependent on manual data input via a computer.

For example, whenever a guest called with a request, the Front Desk logged into the application, opened a work ticket, then picked up the radio or telephone and called Housekeeping, Engineering, or Maintenance. Upon reaching the right person, 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 (which didn't always happen) in order for the ticket to be closed out. McGuire wanted a two-way radio that would allow them to not only continue using the CRM, but make that software even more efficient.

"With its newest resort opening its doors in early 2010, the JW Marriott Hill Country Resort wanted to ensure that its new flagship property maintained and even exceeded its already high standards for guest satisfaction. Choosing Teldio's Radio Branch Exchange (RBX +Plus) running on a MOTOTRBO platform alternatively to cellular push-to-talk technology, the hotel has saved \$14,000 per month in service fees, significantly improved response time to guest requests, and expects to achieve full return on investment within 18 months."



"With the old way, housekeeping would call the front desk, or the front desk would get a call from a guest. They would use a cell phone to call the right person and it might take ten minutes to reach them. With MOTOTRBO and Teldio, the process is rolling within 30 seconds. A couple of minutes can make all the difference in the world to the guest waiting for someone to show up and fix the problem."

- Steve McGuire, Director of Engineering

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IN SHORT

Need

Exceed high standards for guest satisfaction by integrating radio infrastructure to telephony and maximizing investment in CRM.

Solution

The solution introduced MOTOTRBO digital portable radios coupled with Teldio's RBX +Plus. This provided a communication tool to radio users enabling them to connect to the hotel's telephone system and to outside lines.

Benefits

- ☑ Increased safety and security with reliable communications
- ☑ Improved efficiency and response time to customer requests
- ☑ Integration of technology to meet operational needs
- ☑ \$100K in annual cost savings
- ☑ ROI of full solution achieved within 18 months
- ☑ Provide infrastructure for future growth of radio network

THE SOLUTION

MOTOTRBO digital radio system coupled with Teldio RBX +Plus

Sherman recommended MOTOTRBO digital portable radios with a six-channel Capacity Plus system. The MOTOTRBO radios offer enhanced features, increased capacity, integrated data applications, exceptional voice quality and extended battery performance. With the addition of Capacity Plus, a scalable, single-site digital trunking solution, MOTOTRBO capacity would be expanded even further, enabling over a thousand radio users to quickly and efficiently share voice and data communication on the same system without adding new frequencies. This solution coupled with Teldio's RBX +Plus solution ensured that the JW Marriott San Antonio fully utilized its communication infrastructure investment by enabling radio users to talk directly to those connected through the hotel's telephone system.

Four voice repeaters and two data repeaters dedicated to the CRM application were also installed, as well as the RBX +Plus telephone-to-radio interface that enabled employees or guests to use land-line telephones to connect directly with radio users. The system was deployed in stages, beginning in November 2009 with two digital repeaters. Two more voice repeaters, two data revert repeaters, and 10 application dependent control stations were installed in early January 2010 utilizing Capacity Plus. The final implementation for the hotel's CRM and the Teldio RBX +Plus was completed in April 2010.

Teldio's RBX +Plus Solution had an 18 month return on investment



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THE RESULTS

THE BOTTOM LINE: FLAWLESS CUSTOMER SERVICE

It takes more than good intentions to provide guests with the level of excellence expected from a high-end resort who has built its reputation on flawless customer service. The right processes must be in place to react quickly to guest requests and speed response to the issue. And the right tools must be available to allow employees to easily collaborate and get the job done unobtrusively and well.

Today, all operations including guest services, housekeeping, convention services, audio visual, food and beverage, recreation, engineering, and security communicate seamlessly via the MOTOTRBO radio system. Nearly 100 percent of the hotel and grounds have full two-way radio coverage, including the convention center, which is located on a hillside where three of its floors are below ground level. Working hand in hand, Motorola and Teldio provided a solution providing integrated data capability which significantly increased staff efficiency and guest satisfaction.

“We were looking for new technology that would increase the efficiency of the hotel’s staff,” says McGuire. “We wanted the ability to call all employees with the push of a button, as well as the security of having our own system without having to rely on cell phones or paying monthly service fees. And we wanted radios that would integrate with the software and technology we are using.”

- Steve McGuire, Director of Engineering

REAL-TIME SOLUTIONS FOR REAL-WORLD PROBLEMS

Easing the communication process. Hotel management and key employees working on-site or remotely can use mobile or landline phones to place a call that goes direct to the radio users on the resort property. Leveraging the Teldio RBX +Plus enables third party convention services to contact radio users directly through cell or landline to meet guest needs, speeding response through immediate contact. The advanced PBX functionality that Teldio brings to the platform allows guests to contact any staff member on their radio, no matter where they are. Through use of a ‘virtual receptionist’ guests dialing in to the front desk are directed to the correct member of staff. The Caller ID functionality that Teldio brings to all of the radios allows the staff to immediately identify the guest, increasing the customer experience and reducing the response time of every enquiry.

Text messaging also enables discrete communications, allowing employees to hear and respond to requests from the front desk without disturbing guests using Teldio’s solution. In addition, security staff can send a discrete pre-programmed security text message indicating ‘incident in progress’ to every security radio on the property.

Increasing efficiency in responding to customer demands.

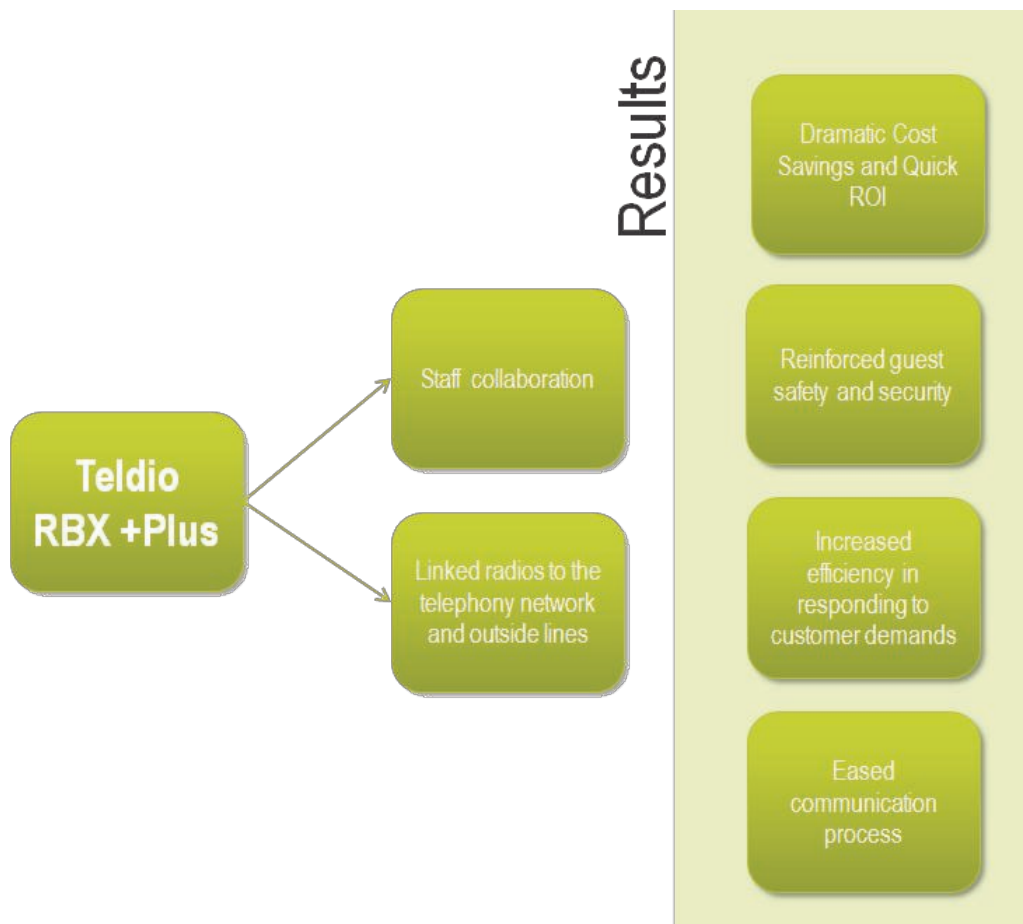
If housekeeping needs a repair in one of the guest rooms, they can now radio Engineering to report the problem. MOTOTRBO’s data capability allows the engineering supervisor to open a ticket and assign it to a staff member who verifies receipt. The application directs the flow of activity by monitoring the open ticket, enabling the supervisor to ensure the job is finished within the required time. When the repair is completed, the employee uses the radio to close out the ticket, which documents the activity from start to finish. Supervisors can assign accountability and ensure that the problem is taken care of in a timely manner.

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Staff collaboration enhancing guest safety and security. The radios are also equipped with an emergency button that sends an audible alarm to all security radios and activates the microphone to transmit ambient noise, conversation, and activity at the scene to the security radios. In addition, the MOTOTRBO Capacity Plus software enables an emergency or broadcast channel, which allows collaboration between the hotel staff and security. During opening week, two guests suffered medical emergencies. Hotel personnel sent out an alert and within minutes, medical and security staff were at the scene.

Dramatic cost savings and rapid return on investment. Currently, the hotel chain uses push-to-talk cellular technology in their hotels around the world. Depending on the number of phones, service fees can reach thousands of dollars per month or more. Because the new resort has replaced their cell phones with MOTOTRBO, which is a private digital two-way radio system, they save \$14,000 a month. Even when factoring in maintenance and other operational expenses, the hotel estimates that over a 5 year period, they will net around \$500K in savings when compared to cellular and push-to-talk subscriber services. "We ran the numbers for them and calculated that they will achieve a complete return on investment within about 18 months," says Sherman. Because of the dramatic cost savings and rapid ROI, the hotel chain is considering MOTOTRBO radios and Teldio's RBX +Plus for their other properties.



RESULT ORIENTED SOLUTION

With its new flagship property, the JW Marriott Hill San Antonio Hill Country Resort is proving that the right technology can significantly increase efficiency, save cost, and keep its guests satisfied and coming back. With uninterrupted coverage throughout the hotel and grounds, enhanced features, increased capacity, crystal clear audio, and integrated telephony applications, the MOTOTRBO digital two-way radios combined with the Teldio RBX +Plus help hotel staff throughout the resort maintain the gold standard of flawless guest service.



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