



# Hospitality mobile communication solution:

## Deliver exceptional service and an enhanced guest experience with Motorola's TEAM VoWLAN solution



Motorola's Total Enterprise Access and Mobility (TEAM) Voice over Wireless LAN (VoWLAN) solution provides managers, housekeeping staff and maintenance technicians with mobile access to the voice and data services needed to improve efficiency and better meet guest needs — all on an easy-to-carry and easy-to-use lightweight business smartphone.

### The challenge

In the hospitality industry, success hinges on cultivating clientele that returns repeatedly to your property. To attain that level of loyalty, hoteliers and resorts need to consistently exceed guest expectations and deliver an extraordinary experience for every guest and every stay. Delivering this level of experience requires tight team collaboration and proactive management throughout every area of your operations. But when the three key customer-facing business functions — housekeeping, maintenance and management — utilize paper-based and other inefficient processes, the result can be a negative impact on the guest experience.

For example, when housekeeping is reliant upon a clipboard and paper to collect and disseminate information, your ability to ensure rooms are ready for guests the moment they arrive — and to respond promptly to guest requests throughout their stay — can be negatively impacted. When your maintenance staff is not easy to locate and is dependent on verbal task lists, the effect can be the slow repair of room-related issues and the lack of visibility required to optimize productivity. And when managers are tied to a desk for computer and phone access, they have less time to spend in the customer-facing areas of your facility where they can best supervise operations to continually enhance the quality of the guest experience.

The slow movement of information through these business areas is the culprit. Housekeeping and maintenance staff are not easy to reach, and paper-based processes often force these workers who are always on the move throughout your facilities to traverse the property many times a day just to report status or obtain updated task lists — time that could be much better spent on task. And while your managers are sitting at a desk to access the computer to check schedules, monitor inventory, place orders and more, they are not out monitoring the many operational areas of your facility, where issues can quickly impact service quality — and the likelihood of a return visit.

### KEY BENEFITS

- Increases productivity and efficiency in the hospitality environment
- Helps ensure maintenance, housekeeping and other hospitality personnel are instantly available and accessible when needed
- Improves service levels — with rapid responses to guest needs and requests
- Keeps hospitality managers in customer-facing areas, in front of guests yet still connected to the business — able to monitor email, voicemail and general operational status — for more effective management



## 6 key business services... all in a single device

The TEAM VoWLAN solution provides hospitality managers, housekeeping staff, maintenance personnel and more with the six key voice and data services they need to stay productive while on the move:

- **PBX telephony:**  
Extends the features and functionality of a desk phone to a mobile device.
- **Push-to-Talk services:**  
Empower users with robust, instant communications — including the ability to call an individual or a group (with up to 255 definable groups).
- **Corporate email, calendar, contacts and other personal information management (PIM) tools:**  
Keep your workers in touch and on top of their schedule, task list and more.
- **Text messaging:**  
Enables fast and efficient communications between workers over the WLAN — improving response times to customer demands and changing business conditions.
- **Internet/intranet access:**  
Provides on-the-spot easy access to web-based applications and information as needed throughout the business day.
- **Line of business applications:**  
Support for the latest industry standard mobile operating system, Windows Mobile® 6.1, simplifies mobile access to server-based business critical applications, allowing managers to easily reach staff as well as access scheduling, Property Management System data and more — all while on the move.

## The solution: real-time cost-effective voice and data

Motorola's Total Enterprise Access and Mobility (TEAM) Voice over Wireless LAN (VoWLAN) solution addresses these issues by providing the mobile voice and data access your workers need to improve efficiency and better meet guest needs, all on an easy-to-carry, lightweight business smartphone. Your workers enjoy:

- Rich voice services:
  - PBX integration allows you to extend the features and functions of the deskphone to mobile workers throughout the enterprise WLAN.
  - The TEAM VoWLAN solution is engineered from the inside out for voice as well as data, providing toll-quality mobile voice that is comparable to traditional wireline service.
  - Support for Push-to-talk (PTT) communications ensures your workers can reach an individual, a specific work group or an entire department at the press of button
- Rich data services, including on-the-go access to:
  - Crucial line-of-business applications, such as your Property Management System or a workflow management application
  - Personal information management (PIM) tools such as email, calendars and contact lists
  - Text messages over the WLAN
  - Internet and intranet access

In addition, you enjoy the ability to deliver the right services to right workgroups. For example, you can enable managers to access email and the Internet as well as place calls to and receive calls from customers and other associates outside the four walls, while maintenance and housekeeping staff might only have access to task-specific applications and voice communications with workers inside the four walls.

Now, time-intensive and paper-based procedures utilized in housekeeping and maintenance operations can be replaced with real-time paperless processes that provide instant visibility into task lists and task status. Managers are no longer tied to the desk to access needed information. The result is a real-time business connection that enables your workers to provide a higher level of guest service — and a better guest experience.

### Cost-effective coverage you can count on

The TEAM VoWLAN solution delivers voice and data over your existing wireless LAN (WLAN), giving you complete control over coverage. With Motorola's indoor-outdoor wireless LAN portfolio, you can easily extend coverage wherever you need it — inside and between your buildings, in outdoor dining areas, at the pool and even on the beach. And the ability to deliver services over the wireless LAN is very cost effective. You can provide a constant mobile voice and data connection throughout even the most expansive property — without monthly pager or cell phone fees.

### A real value

By providing integrated voice and data on a single device, the TEAM VoWLAN solution virtually eliminates the need for separate devices for voice and data. There are fewer devices to purchase and manage, and few devices for employees to manage, driving capital and operational costs down.



## Mobile housekeeping

### Increase staff efficiency while improving the guest experience

When the housekeeping function is managed via clipboards, the speed at which information moves through your facility is reduced. The front desk is unable to track the status of rooms in real time, often resulting in a delay in room availability for guests waiting to check in. Management has limited visibility into staff performance, impeding their ability to instantly spot and correct a backlog that is negatively impacting check-in times. And while the head of housekeeping may have a cell phone, there is often no easy way to reach housekeeping staff. Managers or front desk personnel may need to physically track down someone in housekeeping in order to respond to a guest request — increasing wait times for the delivery of extra towels, toiletries or turndown service.

With the TEAM VoWLAN solution, a cost-effective mobile voice and data device replaces paper and clipboard. At the press of a button, housekeepers can transmit room availability to the front desk in real time. Guest requests can be immediately sent to the devices as a text message, and the press of a button can allow housekeeping staff to send a return text message to confirm task completion. The result is better task management through real-time visibility into task lists and task status, with a complete audit trail for improved accountability.

As an enterprise-class Windows Mobile device, the TEAM VoWLAN smartphone supports a wide range of business applications — such as customized housekeeping applications that guide staff through

a specific list of tasks per room with checkboxes to confirm completion, bringing a new level of consistency to the housekeeping function and reducing training requirements. And with real-time access to this real-time data, supervisors have the granular visibility required to best manage staff. For example, with insight into how long it takes each employee to clean rooms, management is able to develop standard performance metrics to improve staff utilization better equipped to reward high-performers, and can more easily identify areas for improvement to drive greater staff efficiency.

With a TEAM VoWLAN smartphone in hand, housekeeping staff can be reached right away. Managers can easily locate staff on the closest floor to respond to a customer request. And since housekeeping staff has access to people and information in-hand, they can easily respond on the spot to a guest with a prompt answer to a non-housekeeping related issue, instead of redirecting frustrated guests to the front desk.

### Empower housekeeping with proactive reporting tools

Housekeepers can have a significant impact on the quality of guest accommodations by noticing and reporting issues — anything from a broken light bulb to a leaky faucet or problem with the air conditioning. However, traditional methods of reporting such defects have been tedious. Housekeepers have often been required to carry long lists of maintenance codes, identify the correct code from the list and, utilizing a room phone, dial the code to initiate the repair. Due to the sheer volume of codes, the act of looking up a specific code can easily take two to three minutes — a small amount of time that can quickly add up to hours in large properties. For example, in a hotel with 1,000 rooms that are cleaned daily, the need to report a required repair in just 15 percent of the rooms can easily translate into a total of 8 hours per day, just spent reporting defects.

Motorola's TEAM VoWLAN solution enables efficient task management, providing housekeepers with more time to service more rooms per day. For example the lightweight device could provide housekeeping with access to an application that allows housekeeping staff to simply scroll through an alphabetical listing of maintenance tasks (in their preferred language) or enter the task for auto-lookup. Once the task is located, the press of a button

can instantly transmit the task to the maintenance management system, which can then push the task in real time to the maintenance staff's TEAM VoWLAN device, providing a nearly instantaneous flow of information through your organization.

In addition, the TEAM VoWLAN solution could allow housekeepers to assign a priority level to maintenance tasks, depending on whether a guest still occupies the room or how many hours are left until a new guest will arrive. As a result, maintenance staff is now able to view tasks based on priority, ensuring that rooms are promptly repaired for current guests and available on time for new guests — and helping your hotel deliver consistent and exceptional service.

#### Benefits of mobile housekeeping:

- Improves customer service levels — with more rapid responses to guest requests
- Increases management efficiency — no need to physically track down housekeeping staff for task delegation
- Provides greater visibility into individual performance for more effective staff management
- Improves housekeeping productivity — the same housekeeping staff can clean more rooms per day, helping contain staffing costs
- Delivers rapid flow of information from housekeeping to maintenance — enabling more rapid resolution of issues, improving room availability and guest satisfaction
- Provides greater visibility into task priority, minimizing any inconvenience to guests

## Mobile facilities maintenance

### Increase efficiency and visibility for critical maintenance functions

The state of your facilities has a significant impact on your guest's experience. From the restaurant and grounds around your buildings to showers by the pool, in-room televisions and in-room Internet connections, delivering the perfect guest experience requires everything to be spotless and in good working order. The TEAM VoWLAN solution provides the real-time communications link between facilities



maintenance staff, supervisors, the front desk and housekeeping to help ensure guests find your environment in pristine condition, every moment of every stay. With the TEAM VoWLAN business smartphone in the pockets of your maintenance staff, no matter where they are within your facility, they are always easily reachable to rapidly address urgent tasks and guest needs.

The TEAM VoWLAN solution provides the basic business data communications needed to significantly improve the efficiency of the maintenance function. Electronic work orders and task lists can be pushed directly to the device, eliminating the lag times commonly associated with paper-based processes. Electronic forms can also detail the required steps, complete with checkboxes for improved accountability. And TEAM VoWLAN's data support lets maintenance staff easily send a text acknowledgement upon

completion of each task. This electronic confirmation enables instant and consistent recording of each maintenance activity, providing management and the front desk with real-time visibility into the status of maintenance-related tasks. As a result, the front desk can fill rooms faster, enabling hotels to enable check-in at the right time — protecting revenue and customer service levels.

If your maintenance staff is already equipped with two-way radios, the TEAM VoWLAN solution offers a unique capability — the optional TEAM Radio Link Solution (RLS) enables Push-to-Talk group communications between existing Motorola two-way radios and the TEAM smartphones. As a result, you can enable instant voice communications between housekeeping and maintenance staff, despite the fact that these two workgroups may utilize different types of mobile devices, allowing you to take advantage of today's latest Voice over WLAN technology — as well leverage your existing two-way radio investment.

And finally, with granular insight into a historical audit trail of tasks and completion times, facilities managers have the information needed to better manage the maintenance workforce, ensuring that employees as well as contractors are delivering the right level of service.

#### Benefits of mobile maintenance:

- Increases 'time on task' through more efficient task distribution
- Provides real-time visibility into maintenance task status, protecting room availability and enabling consistent compliance with agreed-upon check-in times
- Enables managers to track individual performance for more effective staff management and quality control

## Mobile manager

### Keep managers effective...and out in customer-facing areas

With the ability to carry the tools on the desk in their literal pockets, managers can remain out in the customer-facing areas of the facility, able to keep a closer eye on operations. As managers move throughout the lobby, grounds and meeting facilities, they can remain in touch with their entire team via voice, email or text messaging. The PTT capability of the TEAM VoWLAN solution allows managers to reach an entire department at the press of a button, such as housekeeping. And it takes just a few seconds to assign tasks — such as emptying a full garbage can by the pool or requesting additional help for an event. And as employees acknowledge receipt and completion of each task with a quick text message, managers have improved visibility into task status, helping them better manage overall property operations.



With mobile access to server based applications such as a Property Management System and other essential line of business applications, managers are no longer tied to their desk to keep an eye on the pulse of their business. From anywhere in the facilities, managers can instantly access critical dashboard metrics — including wait times in the restaurant, work schedules, occupancy rates and more.

The TEAM VoWLAN solution delivers a holistic, unified approach to mobility, providing a single device and network for voice and data communications across departments and employees. Managers can now use the same device to stay in contact with the front desk, outside vendors, maintenance, housekeeping and more, able to communicate with deskphones, two-way radios, cell phones and more — eliminating the need to provide your managers with multiple devices, as well as the associated costs.

#### Benefits of mobile management:

- Enables more effective 'real-time' property management to help ensure exceptional service levels
- Increases manager accessibility for more rapid response times
- Improves communication between department managers and staff
- Increases staff efficiency through more effective task and resource management
- Reduces capital and operational costs with single device simplicity

## Summary: consistently exceed guest expectations — with cost-effective mobility

The TEAM VoWLAN solution provides the rich benefits of mobile voice and data — and a rapid return on investment (ROI). Robust on-the-spot voice and data communications keep managers, the front desk, event planners, housekeeping and maintenance connected as they move throughout your facilities. With TEAM VoWLAN smartphones in the hands of your mobile workforce, you'll enjoy instant access to the resources required to respond to any situation anywhere in the property complex — from a spill in the hallway that presents a safety issue to guests, a growing line at curbside check-in, a malfunctioning shower in a guest room and more. Efficiency improvements allow employees to get more done in a day, improving staff utilization and helping to contain staffing costs. And real-time mobile access to the 'wired' tools on the desk allows managers to keep a closer eye on all operational aspects of the entire facility for better day-to-day management. The result is faster issue resolution, better service and a better guest experience, improving guest loyalty — and your bottom line.

Finally, Motorola's TEAM VoWLAN solution delivers on the promise of affordable mobility. The solution integrates easily with virtually any existing wireless LAN and as well as many of today's most popular PBXs, improving the return on these technology investments and reducing the overall cost of deploying a mobility solution. There is no need to provide multiple devices for your workers since the TEAM VoWLAN smartphone delivers both mobile voice and data. And you'll enjoy a low total cost of ownership (TCO) — the TEAM VoWLAN smartphones are designed for all day business use, providing the durability required to survive the inevitable everyday drops, bumps and spills.

***For more information on how your hospitality operations can benefit from the TEAM VoWLAN solution, please visit us on the Web at [www.motorola.com/TEAM](http://www.motorola.com/TEAM), contact your local Motorola TEAM authorized partner or access our global directory at [www.motorola.com/enterprisemobility/contactus](http://www.motorola.com/enterprisemobility/contactus)***

## About Motorola Enterprise Mobility Solutions

For more than 75 years, Motorola has been a leader in creating state-of-the-art mobile solutions. When you choose Motorola, you get the peace of mind that comes with choosing an industry leader as your technology partner. Motorola offers the proven expertise and technology you need to achieve maximum value and a fast return on investment — as well as first hand experience in virtually every size business in nearly every major industry. Every day, businesses of all sizes all over the world count on Motorola enterprise mobility solutions to maximize employee effectiveness, improve customer service and increase supply chain efficiency.

Our broad technology portfolio and world-class partnerships enable us to offer true end-to-end solutions that offer the simplicity of a single accountable source — regardless of the number of vendors involved. Our comprehensive product offering includes: rugged and enterprise class mobile computers with extensive advanced data capture and wireless communications options; a comprehensive array of bar code scanners; business-class smartphones; rugged two-way radios for always on voice communications; fixed, mobile and handheld RFID readers; private wide area and local area wireless network infrastructure to deliver wireless connectivity to workers inside and outside the four walls — and to network multiple business locations; a partner channel delivering best-in class applications; software products for central and remote management of every aspect of your mobility solution; and a complete range of pre-and post deployment services to help get and keep your enterprise mobility solution up and running at peak performance every day of the year.



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