

# ELEVATE GUEST EXPERIENCES WITH NEXT-GENERATION COMMUNICATIONS

CONNECT STAFF AND IMPROVE PRODUCTIVITY  
FOR EXCEPTIONAL SERVICE



# DIFFERENTIATE YOUR PROPERTY WITH THE SERVICE GUESTS EXPECT

Big chain or small boutique, business traveler or tourist, consumers have abundant options on where to spend their dollars. Differentiating your property through exceptional service is one of the best ways to attract and retain them. Guests want to be delighted and feel comfortable in a safe and welcoming environment. They expect their requests to be quickly addressed.

Hotels and resorts have numerous needs too. They must keep accurate track of rooms, supplies and facilities. They must also ensure security with instant, discreet communications and provide safety throughout the property. Yet, they may not know how to best expand their communication capabilities and decrease the cost of redundant systems to achieve it.

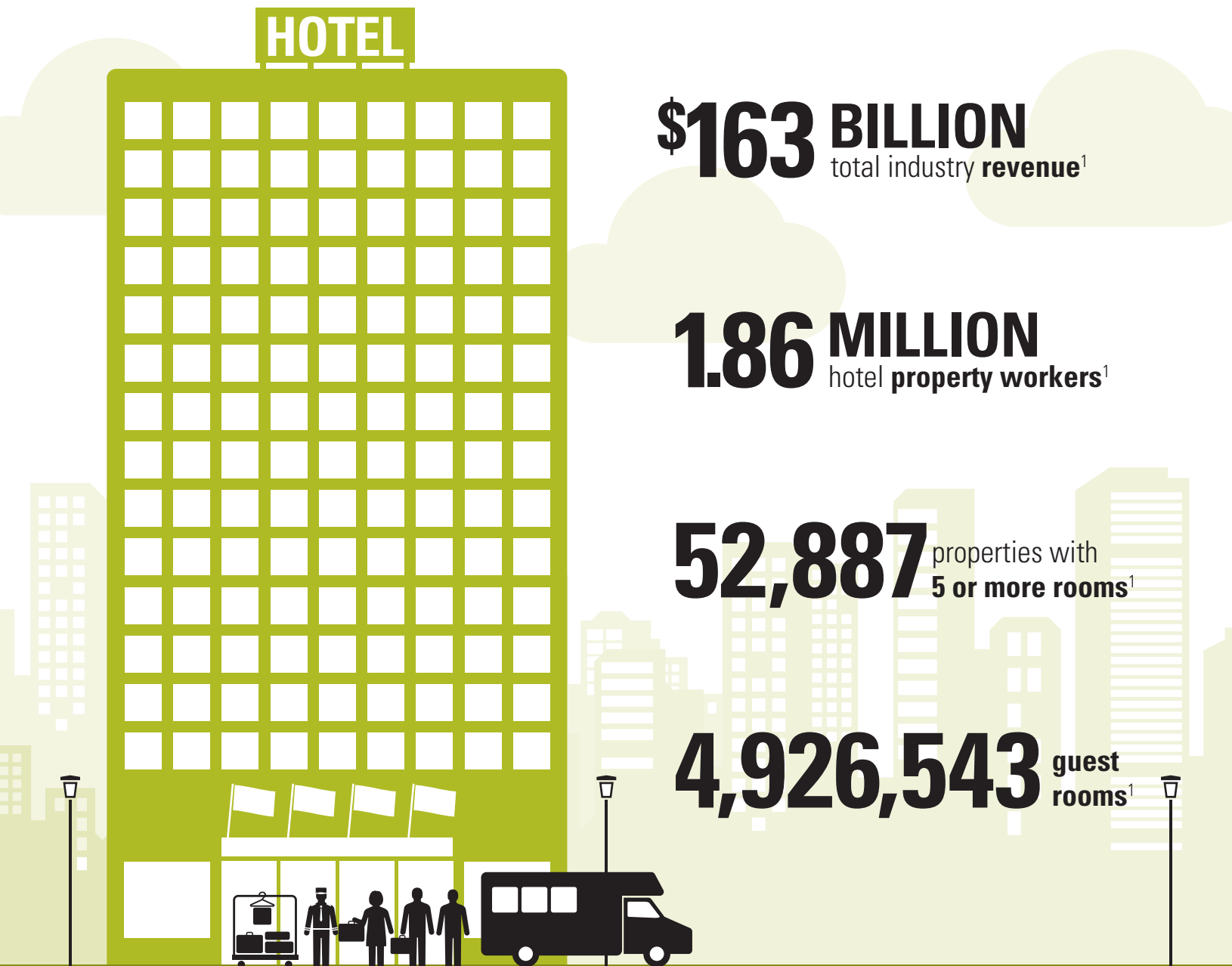
**HOTEL**

**\$163 BILLION**  
total industry **revenue**<sup>1</sup>

**1.86 MILLION**  
hotel **property workers**<sup>1</sup>

**52,887** properties with  
**5 or more rooms**<sup>1</sup>

**4,926,543** guest  
**rooms**<sup>1</sup>





# IMPROVE THE WAY STAFF WORK TOGETHER WITH THE RIGHT TECHNOLOGY

When hotels and resorts rely on the right communications technology, they create a real-time flow of information between different departments and diverse personnel. From valet services to housekeeping, connected staff are well-equipped to be more responsive to guests.

The right communications improve productivity by keeping assets and facilities up and running smoothly. Whether repairing a room air conditioner or replenishing food in a banquet hall, available staff members can act immediately when they are seamlessly connected.

When hotels respond quickly to requests, they deliver the exceptional service that guests expect, and that keeps them coming back. Hotel executives agree – they say “driving more revenue” and “enhancing guest services” are their top two goals for investing in technology.<sup>2</sup>

**31% HOTELS SAY GUESTS EXPECT MORE ADVANCED TECHNOLOGY<sup>3</sup>**

**20% HOTELS LACK INTERNAL TALENT TO MAKE THESE IMPROVEMENTS**

**27% HOTEL COMPANIES ARE RESISTANT OR SLOW TO UPGRADE TECHNOLOGY**

**27% RESPONDENTS SAY THEIR BUDGET FOR TECHNOLOGY IS INSUFFICIENT**

A man in a dark suit, white shirt, and patterned tie is speaking into a two-way radio. He is wearing glasses and has a small earpiece. The background is a blurred hotel lobby with warm lighting and a chandelier.

**“We need all our employees to be informed of what happens, all through the resort. Our resort is divided into engineering, security, housekeeping and the front desk. They all use two-way radios for internal as well as interdepartmental communication.”**

IT Director, Acqualina Resort & Spa, Florida



# MOTOTRBO™ INTEGRATED COMMUNICATIONS

## COORDINATE DIFFERENT DEPARTMENTS WITH ADVANCED VOICE AND DATA

The backbone of integrated communications is the MOTOTRBO digital two-way radio platform. This complete, flexible and adaptable solution includes two-way digital radios, accessories, applications, systems and support services.

MOTOTRBO integrates voice and data to help staff coordinate and collaborate more productively and efficiently, no matter the size of your operation. You get reliable, real-time communications at the touch of a button to respond instantly to guests and help improve safety and security. Whether you want to communicate between buildings, across a multi-acre complex or with a branch at a different location, MOTOTRBO connects everyone seamlessly.

With a wide variety of solutions, designed for diverse roles and different departments, count on clear, discreet communication from the front lobby to the back nine.

A woman in a black dress is standing in a large, modern hotel lobby, talking on a radio. She is holding a clipboard. The lobby features several large potted trees and a polished floor. In the background, other people can be seen walking.

**“Our definitive goal is to settle in a guest as swiftly and as comfortably as possible. We communicate with many different departments to make that one simple step happen. The SL Series radio is one of the tools which helps us do it.”**

Hotel Operations Manager, Claridge's Hotel, London



# CONNECT STAFF INSTANTLY AND EFFICIENTLY

## HOSPITALITY APPLICATIONS THAT SERVE YOU AND YOUR GUESTS

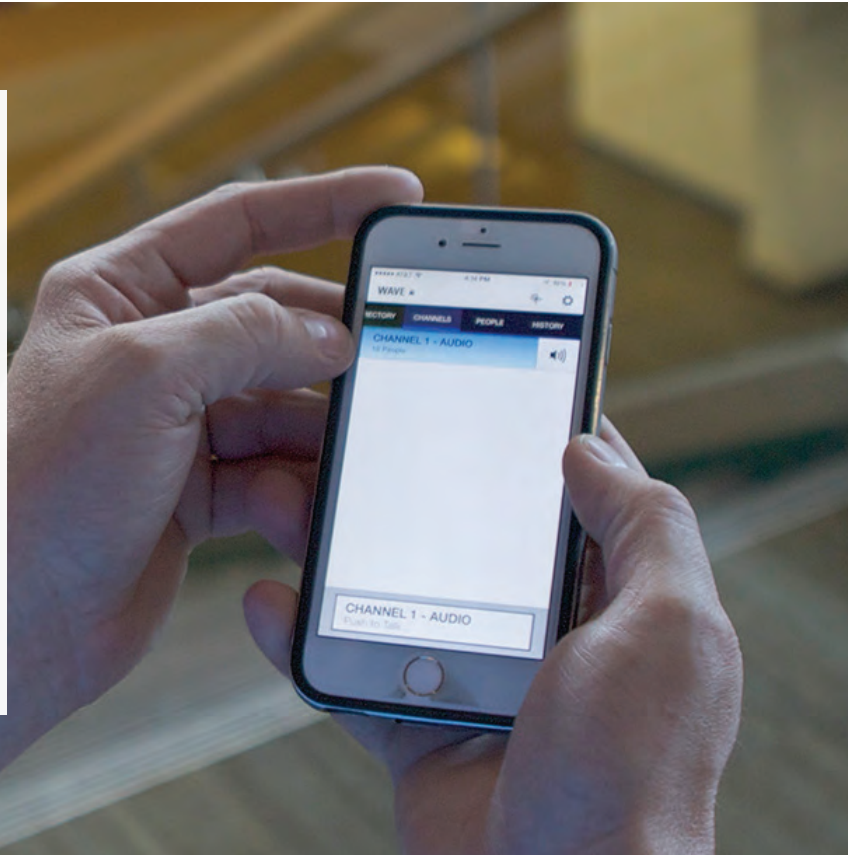


MOTOTRBO's enhanced data applications make workflow more efficient and staff more productive in turn keeping your guests happy. For example with work order ticket management, front desk personnel can immediately enter work orders for maintenance when a guest calls to report an issue so repairs can be completed quickly. To keep everyone secure you can monitor staff whereabouts on the grounds with GPS location-tracking so they can respond immediately to a problem. In an emergency, you can pinpoint security personnel and send the nearest person to the scene.

Other features such as text messaging and Intelligent Audio allow for clear and discreet communications. No matter where your staff members are it's imperative for them to hear the message clearly and respond instantly.

### **WAVE™ WORK GROUP COMMUNICATIONS**

Today, virtually everyone – from the smallest hotel to the largest resort – can benefit from push-to-talk (PTT) across their entire operation, for PTT brings the immediacy and spontaneity to connect personnel. WAVE Work Group Communications allows staff to use their current devices to connect with radio systems and other broadband networks and devices - like consumer-grade smartphones, desk phones and PCs - so that more employees can use push-to-talk to communicate. Whatever the device or available network, WAVE has client applications that meet the needs of all types of users.

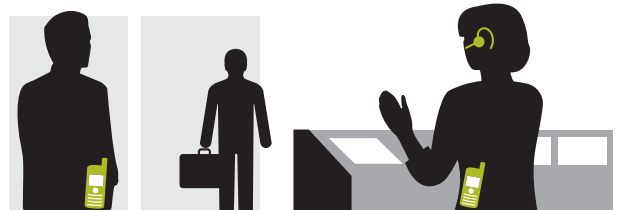


# MOTOROLA INTEGRATES IT ALL TO IMPROVE SERVICE AND PRODUCTIVITY

Our extensive portfolio of communication solutions elevates service and improves productivity for hospitality businesses, large and small. See how MOTOTRBO digital two-way radios, coupled with data applications and discreet accessories, empower staff and transform operations.



The hotel limo driver uses his **XPR 5550 mobile radio** to call the hotel. He is on his way with the celebrity VIP guest.



At the front desk, the hotel manager receives the call on a Bluetooth® earpiece paired to her slim and light **SL 7550 radio**. She ensures all her staff are ready, assigning them tasks using **Work Order Tickets**.



The Security Controller does a sweep of the CCTV camera monitors, and spots a photographer in the hotel grounds. His **GPS console** shows who is closest to the location, and he dispatches them to investigate - with a discreet **text message**.



The hotel manager shows the VIP guest to his room. He needs his suit pressed, so the manager creates a **Work Order Ticket** directly on her **SL 7550**, instructing housekeeping to come and collect it.



The celebrity's party requires many external contractors, so the manager has equipped them all with the **WAVE Mobile Communicator** application on their smartphones. They can connect directly with hotel staff on their **MOTOTRBO** radios.



Because all staff were closely coordinated, the event was a great success. The hotel manager can now use the **Work Order Ticketing** database to review each team member's performance, and reward them individually.



## **MOTOTRBO ELEVATES SERVICE AT SOUTH FLORIDA'S PREMIER RESORT**

**CUSTOMER** Luxurious family resort with 97 guest rooms and suites, 188 condominiums, 3 gourmet restaurants with a 20,000 sq. ft. oceanfront spa

**CHALLENGE** Improve the way staff communicate and collaborate across the resort

**SOLUTION** MOTOTRBO SL Series and XPR Series digital radios with data applications

**RESULTS** Sleek, stylish design; crystal-clear audio in the noisiest environments; discreet communications that does not disturb guests

## **JW MARRIOTT INCREASES EFFICIENCY AND SAVINGS WITH MOTOTRBO**

**CUSTOMER** 1,000 rooms, 140,000 sq. ft. meeting space, water park, 700-acre preserve and golf course

**CHALLENGE** Wanted to raise the bar on guest service and increase staff efficiency

**SOLUTION** MOTOTRBO XPR Series digital radios and Capacity Plus

**RESULTS** Greater staff efficiency and improved response; enhanced safety and security; \$100,000 in annual cost savings; ROI within 18 months

**"With the new data communications, we're using less voice, meaning our channels are more free of voice and chatter. All our employees are more focused on the job and they are able to perform a lot better and faster."**

IT Director  
Acqualina Resort & Spa

**"We were looking for new technology that would increase the efficiency of hotel staff – to call all employees with the push of a button. And we wanted radios that would integrate with the software and technology we are using."**

Director of Engineering  
JW Marriott Resort and Spa, Texas

# WHEN HOSPITALITY COMPANIES RELY ON MOTOROLA, THEY TRANSFORM SERVICE

From the street to the suite, in small venues and large convention centers, Motorola Solutions is helping staff coordinate and collaborate more efficiently and productively to create a seamless experience for every guest.

Properties worldwide are transforming their workplace with Motorola's next-generation digital communication solutions and expertly-integrated systems, applications, accessories and services.

Our hospitality solutions connect different people, departments and facilities together to help operations run smoothly and assure exceptional guest service.



## SOURCES

1. 2014 Lodging Industry Profile, American Hotel and Lodging Association
2. Lodging Technology Study 2014, Hospitality Technology
3. Lodging Technology Study of Hotel Executives, 2014

To elevate guest experiences with next-generation communications, visit [www.motorolasolutions.com/hospitality](http://www.motorolasolutions.com/hospitality)

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