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Crowne Plaza reduces guest wait times and improves communication with Optii

The Crowne Plaza Hunter Valley is a luxury resort with lush vineyards and scenic golf course greens. The 414-room resort features a mix of hotel rooms and villas spread out over 40 acres, nestled amongst the groomed greens of a championship golf course. Learn about their experience implementing Optii!

The Challenge: Inefficiency

Effectively managing room attendants, who work behind closed doors and are spread out across multiple floors, is a challenge in any hotel. In a resort where housekeeping staff are traveling across vast differences in golf carts, this challenge is amplified. "Communicating with room attendants and supervisors is challenging. Because one is unaware of the staff's whereabouts, this results in a considerable amount of lost time every day. Not only is our ability to turn-around clean rooms compromised, but our productivity, a key aspect (of controllable expenses), is not at a level where it could be", says the hotel's Rooms Division Manager. "We cannot change the distances our staff have to travel from room to room, but we can help them minimize the travel - we know that technology can help to deliver efficient processes that will have a direct impact on our ability to service our guests and raise our productivity at the same time."

The Solution: Optii

Optii's optimization solution was selected for the results already achieved in other IHG hotels. "Features such as Optii's managed cleaning schedule have delivered impressive operational results in our sister hotels and it has been no secret in the group that these would be amplified in a resort situation." Another key reason the hotel selected Optii is to do with its cloud-based technology platform. "A hotel is not an ideal environment to run a complicated system and we are focused on minimizing the technology footprint on property," says Director for Finance and Business Support. "We not only save money on hardware and maintenance, but achieve a higher overall quality of service to our hotel based users."

"Optii reduces calls from Front Desk to check room status by 95%"

Results: Improved Communication

A contributing factor to productivity management is communication. According to the Executive Housekeeper, "Overall, Optii eliminates about 95% of cases where staff have to pick up a phone or supervisors need to travel across floors and sections to find a room attendant, resulting in considerable productivity improvements in itself. Optii's Client Service Managers have been in regular contact with us since the installation, which has greatly helped in maximizing the use of the system. Working directly with a person that has a housekeeping background has been of immense help."

Results: Performance Management

By using Optii, the hotel has been able to streamline a number of processes based on a new set of metrics that were not previously available. "We can now measure net cleaning times, time spent outside rooms and turnaround times of rooms - Optii helps us identify bottlenecks and provides a detailed foundation for the training and performance management of staff. We are now also able to recognize our staff by way of a monthly incentive that is based on the quality of cleaning, as well as the speed at which they clean, further contributing to our productivity results. Overall, we can now manage housekeeping towards clearly defined goals, which was not previously possible."

Results: Increased Productivity

"All inclusive, we recorded a 21% productivity improvement against last year's productivity results in the first three months. Our return on investment is measured by the positive benefits we have reaped from Optii. Having the ability to supervise room attendants from a central location and essentially 'remote control' their movements in real time had a considerable impact on our department's productivity which alone already more than paid for the solution itself."

"Our productivity increased 21% within three months"