



## *With Optii, Australia's Gold Coast Resort Saves Approximately 30% in Housekeeping Wages and Notes Marked Increase in Productivity Year-over-Year About Rhapsody Resort*

### About Rhapsody Resort

Located on Australia's Gold Coast in Surfer's Paradise, the 41-story Rhapsody Resort combines the unparalleled convenience of apartment-style accommodations with the luxury of a modern beachside resort. Opened in 2016, the upscale resort boasts a selection of stunning studio, one and two-bedroom modern luxury apartments with scenic ocean and city views just a moment's walk from the pristine white sands of Surfer's Paradise Beach.

### The Challenge

Upon opening more than three years ago, Rhapsody was manually managing all of the resort's operations resulting in costly inefficiencies and extra work. More than 90% of the resort's communications were managed through phone calls and radio calls. Over time, the team collectively recognized that in order to deliver exceptional guest experiences, it was necessary to update some of their operational procedures. They knew they needed to create more efficiencies to help increase their productivity, reduce costs and keep their guests happy, but they weren't sure how to do it.

The housekeeping team at Rhapsody was particularly struggling to maintain a consistent "cost per occupied room" (CPOR), and keep it aligned with their operating budget. The inefficient productivity was hindering the gross operating profit for the housekeeping department, and they were committed to correcting this.

Housekeeping was also having a hard time keeping track of the room attendants' "moving around time" (MAT) data. The MAT time is equivalent to the time that the room attendant spends in non-cleaning activities, or less productive time.

And finally, the Rhapsody team recognizes that business and leisure travelers alike have more than 200 options when it comes to visiting Surfer's Paradise. The team is steadfast in their dedication to service excellence, and serving as the guests' first choice as evidenced by their consistent #1 rating in Surfer's Paradise on TripAdvisor.

### The Solution

The team at Rhapsody heard about the Optii platform from an existing Optii customer, and were keenly interested in implementing our housekeeping optimization platform.

After a thorough review, Optii first addressed the resort's primary inefficiency of manual and outdated communications with our Optii Chat platform. Through Optii Chat, the resort was able to quickly and seamlessly connect every employee via their desktop or mobile app so they can regularly communicate, share updates, and be engaged at all times. This single change eliminated the need for the resort's reliance on phone or radio, and has greatly promoted accountability and encouraged teamwork, according to the Rhapsody team.

Through Optii's Housekeeping Optimization platform, we tackled the inconsistent CPOR issue by tracking cleaning times by room type during the year. Our intuitive platform features AI predicted cleaning times by guests, allowing for more efficient and accurate planning and monitoring. This tool allows the housekeeping manager to identify inefficiencies and to follow up on unproductive periods.

Our platform also solved their MAT data tracking challenge by helping the Rhapsody team clearly identify what their true MAT was, and then reducing the GAP to the minimum. With this change, the resort was able to significantly limit the amount of time spent on less productive activities.

### The Results

Improved Financials – Rhapsody saved approximately 30% in housekeeping wages year-over-year.





- **Individual Ownership/Accountability** -Room attendants, supervisors, houseman, and public area managers are now accountable and responsible for each of their tasks. Before Optii, they relied on verbal team communication, and used a piece of paper to indicate the completion of a task. Now managers can monitor the status of each cleaning and non-cleaning task, including the time of creation, and the end time of the task with images. They now have more complete insight into each individual or staff assigned to the department.
- **Accurate reporting** – Through the Optii platform, the Rhapsody team can now access reports to monitor and track the performance of the department and individuals. This data allows managers to provide specific training based on the unique needs of the department/individuals. Optii assisted the resort in creating personalised training plans.
- **A streamlined housekeeping structure** – The housekeeping team was able to reduce the number of required supervision hours and restructure the management team to respond to the needs of the productivity and quality of the department.
- **Department organization** - With their reports and data all centralised in one place, the team better organised the department to more effectively align to the new structure.
- **Better planning** - With Optii, the team can track the room attendants, and supervisors, all in one view to monitor and better manage the productivity, but also to respond faster to guests' request.

*"We've been using Optii since 2017, and I have to say that it has transformed the way we manage our operations, enabling us to focus on our guest experience and provide a memorable stay. All of which are contributing factors to maintaining the #1 position on TripAdvisor in Surfer Paradise over the last two years. Thanks to Optii, we were able to save approximately 30% in housekeeping wages against the prior year. We have been using Optii for three years now, and I would highly recommend it to everyone!"*

-Neil Munro  
General Manager, The Rhapsody Resort

### About Optii Solutions

Optii, headquartered in Austin, TX and with offices in London and Brisbane, is a hotel operations solution that leverages smarter technologies such as artificial intelligence, analytics, messaging and mobility to improve the efficiency and effectiveness of housekeeping and service delivery departments. Optii operates in real-time and allows hotels to streamline operations, reduce costs and enhance the guest experience in proven and tangible ways, without requiring capital expenditure and complex integrations. Optii is backed by Thayer Ventures and used by hotels across the world including La Cantera and The Don Cesar in the United States, Okada Manilla Resort & Casino, LeMeridien, IHG and more.