A Top Name in Hotels Uses Raydiant to Keep Guests Informed and Engaged

The full-service Ramada by Wyndham Spokane Airport hotel is a cozy, convenient traveler's treasure for those visiting Washington State for business or pleasure. Located just down the street from Spokane International Airport, the hotel offers 165 rooms, free airport shuttle service, conference and meeting spaces, an outdoor courtyard with firepit, an indoor pool, and even a waterslide. Because of the hotel's proximity to the airport, they have a constant influx of business and pleasure travelers from all over. We spoke with the hotel's general manager, Denise Vickerman, on how their two Raydiant screens offer an updated experience that creates loyal guests and a more streamlined workflow for staff.
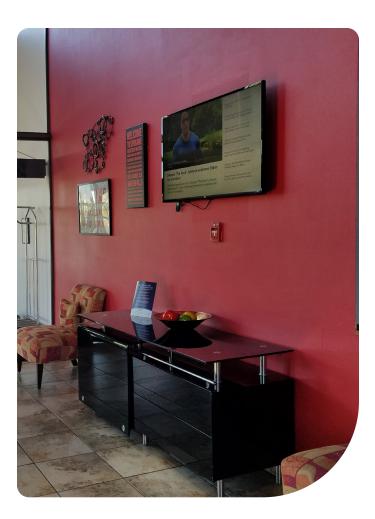
New Signs Eye-Catching for Guests, Time-Saving for Staff

Four years ago, when Vickerman was looking to replace the old, tired leaderboard in the Ramada's lobby, she wanted a complete upgrade. "With the leaderboard, it used to be that every night the front desk person would have to put the letters on the board to spell out the next day's events," says Vickerman. "It was very limiting—and time consuming— because we could only put up our meetings and events for the next day. And if we had restaurant specials or a last-minute menu change, we didn't have a way to alert our guests."

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Instead, Vickerman wanted a digital signage system that was easy to use, easy to update, and sported a clean look—and she found it all in Raydiant (then called Mira). Raydiant is a completely versatile digital signage platform with large library of some of the best apps on the market, including drag- and-drop design tools for creating next-level signs with bold graphics and videos. With their two new Raydiant screens, the hotel now had two new opportunities to engage guests with a more visually pleasing and informative medium.

One Raydiant screen was installed in the Ramada's lobby, and one in between the hotel's two restaurants. Now hotel staff can easily create, schedule, and update content on both screens a day, week, month, or more, ahead of time. For the restaurant screen, this means displaying the latest promotion, or updating the menu when a dish has been added or removed. For the lobby screen, this means giving guests convenient access to any hotel information they need, without having to wait to ask a staff member. It also gives staff a place to direct guests for information, freeing up their time to help more guests and perform other job duties.

Lobby Signs That Welcome Guests and Help Plan Their Stay

The Raydiant screen in the Ramada's lobby is put to constant use, says Vickerman. "We put everything on the lobby screen," she goes on to say, "from welcoming messages to live news and weather feeds to the clock." The lobby screen also acts as wayfinding signage for guests and for groups coming in to meet in one of the hotel's meeting rooms. "The screen tells them what meeting room their group is in, what time the meeting starts, and all of the info they're after," says Vickerman. "The lobby screen is especially helpful since we often get a number of groups in at once."

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As for what else is shared on the lobby screen, Vickerman offers a list. "We use it to display hotel information, like breakfast times and operating hours of our two restaurants. We post live calendar events, holiday greetings, and even special 'thank you' messages, like the one we made for our local firefighters who were fighting fires nearby. Our Raydiant screen is a news and information source for both guests and staff," Vickerman explains. "I always see guests standing there watching the screen to get info. It helps them plan their trips around airport shuttle services, check-out and breakfast times, and local weather and traffic conditions. It's been really helpful in this way." Added benefit? "It also entertains them as they wait in line to check in."

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Signage That's Easy to Schedule and Update from Anywhere

"Another thing I love about Raydiant," says Vickerman, "is that even if I'm not at the hotel, I can change and update the screens." Because Raydiant uses a secure, cloud-based platform, it allows our customers the convenience of managing screen content from anywhere and any device. This is especially important in the hospitality industry, where things can change on a dime. "If my chef calls me and says, 'I ran out of this ingredient,'" Vickerman tells us, "I can update the menu from wherever I am—and that's very handy. You just can't do that with a leaderboard!"

The remote accessibility of the Raydiant interface also lets customers create gorgeous digital posters and promotional videos—from the comfort of their own home or anywhere they happen to be. This gives them the time—and the tools—to make eye-catching signage that catch a guest's eye. And since Raydiant's extensive app library includes design tools that are easy to use and include over 150,000 templates, making digital content is both easy and fun. For the Ramada's restaurant screen, this means using appetite-stoking sizzle reels and hi- res food images for mouth-watering displays that get guests excited to sample the fare.

Reliable Signage and Customer Support for a Seamless Operation

"I love the ease of use," says Vickerman, continuing to tout Raydiant's virtues. "On the rare times I've had issues, Raydiant's support team has been great!" The Raydiant platform has an average uptime of 99.95%, allowing us to offer the Ramada, and all our customers, a reliable, robust digital signage package built for the rigors of a commercial environment. Our top-rated support team has garnished many positive reviews on customer sites like G2 and Capterra. When customers need our help, we have a team of engineers ready to troubleshoot and get customers back up and running for seamless signage they can rely on. This was also the case for the Ramada, says Vickerman. "Raydiant's support staff got back to me right away and solved the problem quickly. I appreciate that level of customer care from any company, but especially from Raydiant, as our hotel signs must be up-to-date and working properly 24/7 for our guests. And Raydiant's support team makes that possible."

Looking to the Future with Raydiant

Does the Ramada have plans for adding more Raydiant screens and expanding their usage? Vickerman doesn't skip a beat when answering: "We definitely have plans to add more screens. Eventually, we'd like to have a screen for each of our meeting rooms. It would be great to display personalized information, like meeting times and info, for each group and each room."

Does Vickerman recommend Raydiant for other hotels? "I already have, as a matter of fact!" she exclaims. "We have hoteliers that come to our hotel for meetings and they ask about our screens. I'm happy to tell them about Raydiant because it's worked great for us. But not just for hotels—I've also recommended Raydiant to other businesses. It's been so helpful for us!"

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About Raydiant for Hotels

Some of the world's top hotels and resorts use Raydiant to stand out from their competitors, offering a better guest experience using the latest technology. Raydiant digital signage offers modern conveniences for modern guests, with the ability to create interactive wayfinding signs, personalized welcome messages for their lobbies, and attention-getting, dynamic promotional displays. Hotels uses our screens to provide a "virtual concierge" experience for guests, placing all the information they need—nearby attractions, hotel check-in times, restaurant menus, and more—at their fingertips in bold, crisp color. Find out how to create a memorable stay for your guests with Raydiant's Experience Platform. Try Raydiant today, risk-free.

Experience the Raydiant Difference

See how our platform can transform your in-store experience and increase franchise sales.
Visit **raydiant.com** and **book a demo** now with our sales team.