

Summary

OPPORTUNITY

Grand Park Orchard continues to seek effective ways to enhance customer experience. Handy, a smartphone solution, enables guest to stay connected with their friends and families through free IDD calls and 3G connectivity. The solution also increase operation productivity (e.g. with push notification features). The man-hours savings allowed our teams to spend their time to further provide better service through other service touchpoints, which is a critical benefit against the background of limited manpower resources.

ACTION

- Free IDD calls and data for guest
- Complement concierge services
- Improve housekeeping efficiency
- Common framework to review data

RESULTS

- **Improved efficiency:** 46% reduction in call volume to operators enquiring on IDD country code and/or interdepartmental call transfers, equivalent to 10mins saving per day (5 calls x 2mins each) post Handy implementation.
- **Higher guest satisfaction:** Guests are happy with the stay connected in Singapore (both in and outside hotel) at no charge and be able to share moments with their friends and family.

OPPORTUNITY

STAYING AHEAD AND UNDERSTANDING GUESTS' NEEDS TO ENHANCE CUSTOMER EXPERIENCE

Grand Park Orchard constantly reviews to see what other gaps they can fill to make guests' stays more enjoyable and memorable. The complimentary smartphone service, certainly addresses the guests' needs to stay connected whether in or outside the hotel at no charge, and share moments with their friends and families while they are away. Handy is an interface that uses smartphone as a platform. Handy enables guest to make unlimited local and international calls, enjoys unlimited 3G connectivity, acts as city guide, shares on the hotel's in-house promotions and allow guests to purchase deal and tickets electronically.

Prior to the implementation of Handy:

- Operators receive high calls volume requesting for country code, connecting them to international call or other departments within hotel
- Concierge spent significant amount of time providing directional help, assisted guests to make reservation for restaurants and booking of admission tickets for attractions.
- Housekeeping attendants manually sort and place letters such as pre-check out notification and messages in guests' rooms when they are doing turn down service.

KEY STEPS

FREE IDD CALLS AND DATA FOR GUEST: Available in every guest room, the smartphone also offers a comprehensive city guide that allows guests to navigate Singapore easily along with special promotions and ticketing deals. More importantly, the phone is synchronised to the hotel's Property Management System, enabling hotels to better communicate with each of their guests via personalised and customised messages that can be set up in English or Chinese. A directory of useful hotel telephone numbers is also pre-loaded onto the phone so that guests can get in touch with any of the hotel teams anytime, anywhere instead of relying on call operators.

COMPLEMENT CONCIERGE SERVICES: As the city guide function in Handy has a list of contact numbers of places of interest, attractions, shops, restaurants and provide directional guide to these places, it helps to reduce time taken for Concierge to research on contact numbers and directions by 5 minutes for each enquiries received. With the Exclusive deal function in Handy, guest can purchase tickets to places of interests conveniently without approaching Concierge for help. Handy can also send personalised messages to guests electronically, eliminating the need for Bellhops to make trips to rooms to slip messages underneath the door. With Handy, Concierge could focus on addressing more complex queries from guests and results in more personable services through the increased quality interactions.

IMPROVE HOUSEKEEPING EFFICIENCY: Handy relieves housekeeping attendants from manually sorting and placing letters such as pre-check out notification and messages in guests' rooms. The process is replaced by a function in Handy which pushes messages and notifications to guests electronically.

COMMON FRAMEWORK TO REVIEW DATA: Hotel will be able to monitor the usage preference of their guest on local and international calls, accessing city guide and hotel's in-house promotions.

Key Success Factors

Grand Park Orchard is the first hotel in the group to equip all its 308 guestrooms with the phone set. The implementation followed after a month-long testing, during which the hotel received consistently positive feedback about this value-added service from its customers and guests. With this clear implementation success at their flagship hotel, Park Hotel Group has since scaled up the Handy adoption to the rest of the three properties (Grand Park City Hall, Park Hotel Clarke Quay and Park Hotel Alexandra) in May 2016.

Project period: 4 months

Estimated cost: -

RESULTS

INCREASE GUEST SATISFACTION AND STAFF PRODUCTIVITY

- **Improved guest satisfaction:** 98% of the respondent rate '3 and above' for question on Guest Satisfaction Survey, measuring improvement of service standards through the implementation of Handy device.
- **Improve call operator efficiency:** 46% reduction in call volume to operators enquiring on IDD country code and/or interdepartmental call transfers, equivalent to 10mins saving per day (5 calls x 2mins each) post Handy implementation.