

# THE PENINSULA HOTELS

## THE CHALLENGE

The Peninsula Hotels is always looking for new ways to provide exceptional customer service efficiently.

The group has never been one to rest on its industry accolades. In 2004 it went looking for new ways to raise the guest-service bar yet again, this time by evaluating methods to improve the behind-the-scenes messaging among staff members required to give guests a memorable experience throughout their stay.

## THE SOLUTION

The group found its solution in Spok Messenger, installing it in the Bangkok property. This alerting solution from Spok made an immediate impact, significantly improving staff responsiveness and workflow.



Spok Messenger interfaces seamlessly with the hotel's existing property management system (PMS), where all guest information is stored. This includes data such as check-in and check-out times and do-not-disturb requests. For instance, when a guest checks out, Spok Messenger makes sure the right mobile housekeeping staff are made aware—via pages or SMS messages to cell phones—so the room can be cleaned quickly. When certain guests check in, Spok Messenger now alerts management so they can promptly provide a personal welcome. In addition, requests like dry cleaning are now accelerated thanks to Spok Messenger's ability to field the request and track down the right staff member quickly. With workflow alerts now automated, crucial minutes have been shaved off response times, guest demands are met more quickly, the hotel runs more efficiently, and guest satisfaction rates continue to soar.



## OVERVIEW

Since 1928, The Peninsula Hotels have set the standard for luxurious comfort and impeccable service in the hospitality industry. With properties in nine of the world's most prestigious cities, including Hong Kong, New York, and Tokyo, The Peninsula Hotels group has been a leader in implementing five-star amenities for guests, from accommodations to dining to the latest innovative technology.

## INDUSTRY

Hospitality

## BUSINESS DRIVERS

- Provide personalized customer service, including VIP notification
- Enhance on-site messaging to ensure fast staff contact
- Support off-site messaging for senior staff
- Improve staff efficiency (housekeeping, engineering, duty managers, and concierge)
- Alarm integration to fire panel, building management system, property management system, and others

## SOLUTION

Spok® Messenger

## RESULTS

- Increased customer satisfaction
- Increased efficiency of staff
- Enabled measurement and management of hotel processes
- Integration of hotel processes



## THE RESULTS

While Spok Messenger's success at The Peninsula Bangkok led to installations at three other Peninsula Hotel properties—Hong Kong, Manila, and Beijing—the flexibility of the system opened the door to functionality beyond guest services. “Guests aren’t the only ones benefiting from [Spok] Messenger,” said Desmond Wong, Operational Systems Manager - HSH Information Technology Manager.

“Managers can turn rooms faster and direct cleaning staff more precisely. We’ve seen real productivity gains.” Managers also use the solution to be alerted of a VIP’s arrival or when emergencies occur.

At the Hong Kong location, Spok Messenger has enabled the hotel to launch two new innovative services to further enhance the guest experience. It drives each room’s “Valet” service, a button guests can push to promptly summon personnel. The system receives the valet request and sends a page or SMS message to the right person right away. It also provides the functionality for each room’s shoe shine box, automatically alerting staff when a pair has been deposited.

With Spok Messenger in place, the team at The Peninsula Hotels knows they’ll have no trouble continually exceeding their guests’ expectations. “Communication is key to responsiveness, and responsiveness is critical to providing superior guest service. [Spok] Messenger helps ensure our communication is seamless—so we can continue to deliver the exceptional service for which our hotels have always been known,” Wong said.

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Desmond Wong  
Operational Systems Manager -  
HSH Information Technology Manager