

CASE STUDY

Motorola MOTOTRBO and HotSOS



Acqualina Resort and Spa on the Beach

Optimize Guest Experiences through Enhanced Communications
Acqualina Luxury Resort – Upgrading to MOTOTRBO



Luxury hotels and resorts have reputations to uphold, so they're always seeking new ways to optimize the experience of each guest and keep them coming back to a five star accommodation. Acqualina Resort and Spa on the Beach is located on 4.5 ocean front acres, with 188 residences, 97 guest rooms and suites, a 20,000 square foot spa, two gourmet restaurants, and three swimming pools. That's a lot of ground to cover for any communications system. As it turned out, the analog radios Acqualina had been using could no longer help the resort and spa deliver the very best service to their guests.

Rich accommodations at Acqualina are considered some of the most desirable in the travel industry. Guest rooms and suites feature private terraces with magnificent views, imported marble flooring, and other luxurious appointments. Service for such incomparable surroundings includes 24-hour in-room dining, valet, multi-lingual concierge services, and, of course, battalions of housekeeping and support staff. With daily rates that begin around \$1,000, customers expect to receive extraordinary attentiveness from the staff. For years, Acqualina had prided itself on delivering some of the finest service in the hospitality industry. Still, they're constantly looking for new ways to do more, aiming to be the very best at everything.

Because communication is essential to delivering fast service to their guests, Acqualina decided to focus on tightening their radio system to keep their in-house teams working together more effectively and serving their guests at even higher levels. Specifically, Acqualina was aiming to:

- Integrate data communications to ensure that work orders are instantly transmitted, logged, and tracked.
- Expand coverage so that every employee at the resort and spa will be able to communicate reliably and instantly, individually or as groups.
- Migrate quickly to a new platform that delivers better radio communications with no service interruptions.
- Leverage the unique advantages that only digital communications can provide: clear audio, increased user capability, and discreet communications.

Situation:

- Increase efficiency of in-house work teams.
- Expand coverage throughout the resort.
- Provide discrete communications.

Solution:

- MOTOTRBO professional two-way radio with HotSOS application.

Results:

- Integrated voice data communication.
- Reduced operational expense.



“The building itself is acting as a huge antenna, providing coverage not only for the building, but for the surrounding area. I’ve tried it four or five blocks from the hotel, and I still have coverage, so I would say it’s flawless. The coverage right now is flawless.”

- Juan Velez, Director of Information Services, Acqualina



MOTOTRBO: Way Beyond Simple Voice Communications

Acqualina concluded that the only communications option that made solid business sense was to combine MOTOTRBO, Motorola’s professional digital two-way radio system, with HotSOS, the popular Hotel Service Optimization System, already deployed at major hotels across the country, (including the world-famous Carlyle in New York). MOTOTRBO has built a reputation for supporting integrated voice and data services, and this digital radio system promised to answer Acqualina’s goal of continuing to deliver five-star guest services.

MOTOTRBO and HotSOS provided Acqualina with a flexible platform and a fully featured, integrated radio network. Acqualina recorded significant financial savings when it installed this powerful digital voice-data system. MOTOTRBO with HotSOS answered every item on Acqualina’s wish list – and then some.

Integrated communication. More than simple voice communications, the MOTOTRBO platform strengthens operational efficiency through integrated communications. It also provides:

- Text messaging, which is sometimes more efficient than voice communications.
- Location services (GPS location tracking), making it possible to instantly locate assets and generate printed reports of unit-to-unit and unit-to-group texting.

With MOTOTRBO’s innovative two-way digital solution, Acqualina has deployed four talk groups: housekeeping, security, valet, and front desk support. What used to be done with paper and pencil is now automated. Service issues are resolved quickly, and guest satisfaction is assured. Here’s how it works:

1. When a member of Acqualina’s housekeeping spots a problem, the housekeeper picks up the phone and keys in a predetermined code.
2. The system then generates a work order and sends a message to maintenance personnel, who pick up the message on their MOTOTRBO radios.
3. Upon completion of the work order, maintenance updates the order, and it is automatically closed out.

HotSOS also stores data to schedule work orders for regular preventive maintenance or to prepare rooms to match specific guest preferences.

Enhanced capacity and coverage. A beach resort located on the Florida coast, Acqualina’s hurricane resistant structure of steel and reinforced concrete presents unique challenges for effective radio communications. Other push-to-talk systems failed to provide adequate coverage; MOTOTRBO’s enhanced digital capabilities, however, allow the staff to cost effectively communicate throughout the resort. Although MOTOTRBO has the ability to transmit in both analog and digital modes, digital is preferred because the signals stay stronger throughout the coverage area. With a stronger digital signal, MOTOTRBO can eliminate the need for repeaters, further reducing the overall total cost of installation and increasing savings. MOTOTRBO is able to provide enhanced capacity and coverage because it:

- Builds upon Time-Division Multiple-Access (TDMA) technology to provide twice the calling capacity (as compared to analog or FDMA radios) for the price of one license.
- Automatically rejects static and noise to assure clearer voice communications throughout the coverage area.

Seamless migration. To ensure that the MOTOTRBO platform would work optimally within the hotel, one workgroup was temporarily assigned radios in the analog mode. Once the analog system was optimized, the switch to digital was seamless.

Acqualina migrated all departments to the MOTOTRBO/HotSOS system over one weekend, with no service interruptions and, most importantly, complete transparency to guests and employees. They realized an immediate impact in the already high levels of service they were providing.

Another benefit of the MOTOTRBO digital platform that appeals to Acqualina is the system’s ability to flexibly adopt new applications and features as they become available.

Doing more with digital. MOTOTRBO’s digital technology supports discreet communications through text messaging, which enables Acqualina’s staff to communicate silently with one another. Any phone or computer can send an email to a MOTOTRBO host server application, which then forwards the text message to designated MOTOTRBO subscriber units, supporting tighter, more coordinated communications management.

“MOTOTRBO has allowed us to integrate with email. I can send an email directly, and there’s a log of everything that happened with that message. In that way, we have a history of what has happened in the resort.”

- Juan Velez, Director of Information Systems, Acqualina

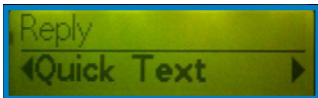
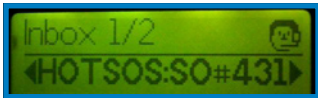
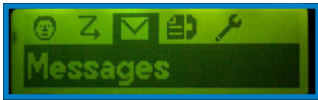


MOTOTRBO and HotSOS: A Success Without Reservation

Bringing it all together. Integrated MOTOTRBO and HotSOS systems offer the capability to transmit and receive service-orders via voice or text. Such an integrated communications system enables Acqualina management to immediately connect to security and all other talk groups, either individually or simultaneously. Working together, MOTOTRBO and HotSOS eliminate monthly cell phone and pager costs by combining the capabilities of such devices into a single unique radio.

The digital difference. Offering around-the-clock services would stress many communications systems. However, for MOTOTRBO, it’s no strain at all. MOTOTRBO’s digital technology enables extended battery life so that Acqualina staff can easily connect via voice or data communications throughout a 24-hour workday. MOTOTRBO also utilizes Motorola’s innovative IMPRES™ smart battery technology, providing longer talk time and clearer audio delivery, all of which translate into the best possible experience for the guest.

[Visit Motorola.com/MOTOTRBO for more details.](http://Motorola.com/MOTOTRBO)



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