



CONNECTING STAFF SEAMLESSLY AT SOUTH FLORIDA'S PREMIER RESORT

MOTOTRBO™ RADIOS UNIFY DIFFERENT DEPARTMENTS AND DIVERSE NEEDS



Lauded for its stunning oceanside location, impeccable service and sophisticated Mediterranean villa-style architecture, Acqualina® Resort & Spa on the Beach is one of the premier luxury destinations on Florida's Riviera coast. Guests expect a flawless five-star experience at Miami Beach's only AAA rated Five Diamond resort and Acqualina sparkles, year after year.

Service at this jewel on the Atlantic is legendary and a legion of staff attends to guests with immediacy and discretion. As industry accolades grew, Acqualina looked inward to see how it could enhance its award-winning service and improve productivity throughout the resort.

CUSTOMER PROFILE

Company

- Acqualina Resort & Spa on the Beach
Miami Beach, Florida

Industry

- Hospitality

Key Features

- Ultra-luxurious family resort located on 4½ oceanfront acres
- Only AAA Five Diamond hotel in Miami Beach
- 97 guest rooms and suites, 188 condominiums, three gourmet restaurants
- 20,000 sq. ft. oceanfront spa, 3 swimming pools, marine biology-inspired children's center



THE CHALLENGE
IMPROVE THE WAY STAFF
COMMUNICATE AND COLLABORATE

Interacting across four and a half acres, from intercoastal suites to residential mansions, the staff at Acqualina Resort & Spa on the Beach depend on clear, reliable, digital communications to support their activities and help them respond seamlessly to guests.

“Two-way radio communication at our resort is critical,” explains Juan Velez, Acqualina’s IT Director. “We need all our employees to be informed what happens, all through the resort. Our resort is divided into four main departments – engineering, security, housekeeping and the front desk. They all use two-way radios for internal as well as interdepartmental communication.”

In the past, Acqualina’s different departments used the same radio with the same features to communicate and collaborate. This one-size-fits-all approach wasn’t ideal for the individualized and nuanced nature of their tasks. Maintenance’s duties, for example, were distinctly different from management’s. While an engineer would want the audio on his radio to automatically adjust as he walked from a quiet corridor to a noisy boiler room or read work order tickets without scrolling through screen after screen, resort managers sought a more stylish device to complement their professional attire. And security personnel and the front desk required a portable so discreet, it was virtually invisible to guests.

No matter the device, the department or the staff member using it, Acqualina wanted to make sure all their different radios worked seamlessly together.

THE SOLUTION
MOTOTRBO DELIVERS THE
RIGHT DEVICE FOR THE RIGHT USER

MOTOTRBO’s expanded portfolio offers the ideal solution for Acqualina’s different people and diverse needs. Rather than relying on a single device for multiple departments, MOTOTRBO provides the breadth and depth of two-way digital radios with industry-exclusive features. Only MOTOTRBO puts the right device into the hands of the right user.

Acqualina’s management is excited by the way MOTOTRBO radios work seamlessly together – from the feature-rich XPR™ 7550 to the ultra-thin SL 7550. “When I first saw the MOTOTRBO SL Series, I thought it was a cell phone,” says Velez. “It fits absolutely well with all our uniforms. It looks professional when it’s in sight, and it can be discreetly concealed.”

Security Officer Max Jenue-Gens believes the innovative features on the new MOTOTRBO portables, such as Intelligent Audio which automatically adjusts the volume based on background noise, increase his department’s efficiency.

“One of my favorite features is Intelligent Audio because we don’t have to keep on readjusting the volume on the radio,” Jenue-Gens says. “It helps us not deviate from the matter at hand by reaching to try to adjust the volume.”

“We are the only AAA Five Diamond resort in the Miami Beach area. So we need to provide five star service.”

Juan Velez
Director of IT, Acqualina Resort & Spa



¹ HotSOS is a work order ticket management application that integrates with the MOTOTRBO system. HotSOS ensures that all guest incidents, requests, service orders, and even escalation alerts, are automatically communicated to the team's MOTOTRBO™ radios. Staff can instantly update service order status and guest information in real-time at the touch of a button. The overall solution optimizes guest response and maximizes overall staff efficiency.

ENHANCED DATA IMPROVES THE HANDS-ON EXPERIENCE

Acqualina's Director of IT appreciates how MOTOTRBO's enhanced data applications make workflow more efficient and personnel more productive. "The new color screen is a big improvement because we use this radio to receive HotSOS¹ tickets. We used to have a monochromatic screen with only one line. Now we can read the entire message at one glance. This is helping us to improve our operations and become more efficient," as Velez points out the large screen with five lines of text.

Maintenance Engineer Alberto Ruiz agrees. "It's a lot easier to look at the LCD screen and look at the call and go to the room as soon as possible without interrupting anybody. Because of the LCD screen, you're able to see a lot of calls a lot clearly. You're able to get on to the HotSOS ticket really quickly and close out the call and leave a memo on there as well. So it's really convenient."

"I always keep the radio on vibrate. I don't want to interrupt any of our guests or any employees that are walking by. It's one of our standards to be quiet and polite at all times."

Alberto Ruiz
Maintenance Engineer, Acqualina Resort & Spa

INNOVATIVE FEATURES KEEP STAFF FOCUSED

MOTOTRBO's industry-exclusive features are a first for a two-way radio, and Juan Velez underscores their importance in helping different departments perform their duties and remain unobtrusive to guests. "We find the vibrate alert very useful. All our employees can use it while they're in the public areas, or the directors and managers can use it while they're in meetings or areas they don't want to be alerted with a regular beep from a regular radio. The SL Series handles that really well."

The photosensor on MOTOTRBO, which automatically adjusts the screen brightness to ambient light, is a boon for staff who work in and out of the bright Florida sunshine. "It's incredibly helpful when my team is moving between low light areas and high light areas," says Velez. "The radio adjusts itself to display the buttons on all the layouts. And with night mode, you can actually switch the colors on your display so it shows a crisper image."

THE BENEFITS

CLEAR INFORMATION AND LESS CHATTER

As Juan Velez sees it, enhanced data applications are driving greater efficiency throughout the resort. Communication is clearly transmitted and voice traffic is significantly reduced. "With the new data communications, we're using less voice, meaning our channels are more free of voice and chatter. All our employees are more focused on the job and they are able to perform a lot better and faster."

Not only are more jobs completed each day without back-and-forth conversations, but MOTOTRBO eliminates confusion. "The work order tickets provide precise instructions on what needs to be done. There is no room for misunderstanding."

FASTER RESPONSE AND GREATER PRODUCTIVITY

"We use HotSOS to send messages to all our employees. Normally, the message takes one to two minutes to reach us," describes Velez, versus the immediacy with which MOTOTRBO delivers the same application. "It's a lot faster than we normally get even using cell phones. We get the messages faster and with this new screen, it's a lot easier to read all the communications."

What's more, he points out, "We have noticed an increase in productivity because the messages reach our users faster and they are able to reach the guest request a lot faster than before."

"With the data communications, we're reducing the voice chatter and able to send one message without having to talk for two minutes. This has improved our communications tremendously. Especially when you have 120 orders each day."

Juan Velez
Director of IT, Acqualina Resort & Spa

FLAWLESS FIVE-STAR SERVICE

From the front desk to the back office, MOTOTRBO is fortifying Acqualina's ability to deliver an exceptional experience to every guest. "It's about providing great customer service and making sure our guests feel safe," says Max Jenue-Gens, Security Officer. "The bottom line for this radio and how it helps me do my job in a great way is clear communication. And for security that's very important. We're able to distinctively hear what is being transmitted loudly and clearly."

"It means a lot that we have a radio that can provide that service because at the end of the day, I want to be satisfied knowing I've given our guests and residents a five star Five Diamond service. And the new MOTOTRBO radio helps us accomplish that."

For more information on how MOTOTRBO can meet your diverse communications needs, visit motorolasolutions.com/mototrbo or contact your local Motorola representative.

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DIGITAL
REMASTERED.