



OVERVIEW

Partner: Hotel Normandie

Location: Koreatown
Los Angeles, CA.

Industry: Hospitality

Size: 94 Rooms

Customer Profile:

Hotel Normandie was built in 1926, and the historic 94-room hotel was recently restored to update the guest experience while retaining its historic charm. The hotel prides itself on its hospitality and unique character, and is making quick progress to grow the business since the restoration.



ATRIO PMS HELPS BRING HISTORIC HOTEL NORMANDIE INTO 21ST CENTURY WITH CLOUD-BASED PROPERTY MANAGEMENT SYSTEM

MANAGEMENT EMBRACES EASE OF USE TO HELP GET MAXIMUM BENEFIT FROM ATRIO PMS

SITUATION:

Managed by broughtonHOTELS, the historic Hotel Normandie, situated in the Los Angeles neighborhood of Koreatown, wanted to update more than just the hotel's look after its fall 2013 restoration.

The Hotel Normandie attracts guests because of its unique character and hospitable nature from the moment one

steps through the door. broughtonHOTELS wanted a property management system that would build upon the uniqueness of all of their individual properties, while allowing them to improve upon their management business. General Manager Eric Norman and Front Office Manager Joe Farone welcomed a system that would help staff take the hotel's already notable hospitality to the next level.



SOLUTION:

broughtonHOTELS brought ATRIO® PMS to the Hotel Normandie in 2014 to be one of the first of their managed properties to go live with the cloud-based PMS.

ATRIO PMS has been a welcome change for Hotel Normandie. Its former server-based property management system required a lot of memorization of different functions, and became more cumbersome as additional changes and updates were made.

"A lot of times, when there is more memorization required for these software, there are more mistakes," Joe said.

broughtonHOTELS wanted a more intuitive software that would be flexible with the needs of its managed properties, especially at the newly-restored Hotel Normandie.

They went live with ATRIO PMS in November 2014, and were pleased with how easy it was to implement and use.

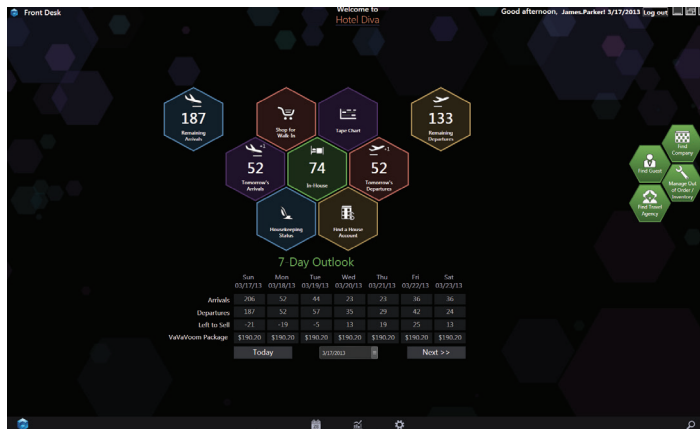


I sort of trained myself, so when I say it's easy to learn, I mean it's very easy to learn. It's not hard at all and it's easy to train on.

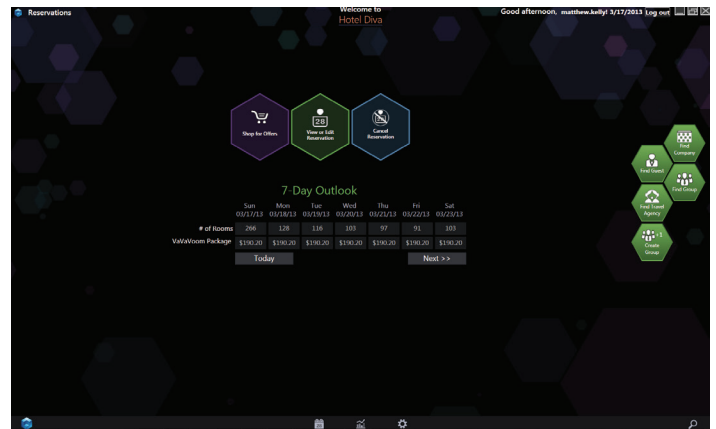
Eric Norman
General Manager of the
Hotel Normandie

ATRIO PMS reduced the site's training by a full week. The hotel's former server-based software was difficult to use and time consuming. ATRIO enables their employees to be trained very quickly.

ATRIO PMS SCREEN SHOTS



FRONT DESK



RESERVATIONS



That's a real convenience on a corporate level, and a real difference from a server-based system.

Joe Farone
Front Office Manager of the
Hotel Normandie

Eric and Joe both agree the conversational aspect of the system is the most helpful feature. ATRIO PMS works like a dialogue, guiding staff through check-in, check-out and other processes with a highly intuitive question-and-answer format.

"I do like the conversational aspect of the reservation process," Joe said. "I think it fits in with the model that we use for making a reservation and allows for that particular conversation that our hosts are required to have with the guests. It's really easy to understand and I find that when I come in in the morning, I don't have a thousand mistakes I have to fix. When there's a lot of memorization, there's a lot more that I have to worry about."

And because ATRIO PMS is cloud-based, broughtonHOTELS staff can log into Hotel Normandie or any other of its managed properties at any time.



BENEFITS:

Eric and Joe have not only been able to use ATRIO PMS to improve guest services and overall hotel management, but they have been able to utilize ATRIO's support and community network of hospitality users to make the software as useful as possible.

"A big plus is that ATRIO is new, and a lot of energy is being put into it, so we're able to tailor the product to our needs," Eric said. "We're having a dialogue based on how the product is growing and how it will be useful to us."

Through ATRIO's online community, Eric and Joe have been able to recommend product ideas and enhancements, and these recommendations get support from other ATRIO PMS users to help improve the system for all.



I feel empowered to be able to offer changes to ATRIO. I feel like we can have a conversation and everyone is going to benefit from those changes. We're glad ATRIO is listening.

Joe Farone

Front Office Manager of the
Hotel Normandie

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Since 1984, PAR Springer-Miller Systems, Inc. has earned its reputation as the experts in the operation and development of guest-centric hospitality technology systems for hotels, resorts and spas around the world. With ATRIO, PAR Springer-Miller pioneered and delivered a new generation of technology for the industry by moving the hospitality industry to the cloud, creating a new user experience, and thereby a new way of doing business. ATRIO reduces the total cost of ownership for hoteliers, management companies, spas and more by embracing true cloud computing, minimizing on-property technology, and reducing implementation and training costs to increase staff efficiency and productivity.