ibis

Connect Staff Case Study

> **"** *I would recommend Connect Staff to any hotel wishing to enhance their operational efficiency.*
>
> **Marcell Varga**, Hotel General Manager, ibis Wellingborough

In October 2015 Accor deployed "Connect Staff" by Monscierge into all of their U.K. owned and managed ibis properties. This initiative was piloted at the ibis London Euston site, and was driven by Accor's commitment to leading industry technology innovation and the desire to improve operational efficiency and guest satisfaction.

Connect Staff's primary function for a single property is to provide the hotel's staff the ability to easily communicate, track and prioritise tasks throughout multiple departments, while at a brand level, the reporting metrics and analytics feature provide significant insight across an entire collection instantly.

How Connect Staff Works

Connect Staff is designed specifically for hotel environments to provide mobile and customer facing teams easy management of tasks between themselves. Since Connect Staff is a cloud-based service, users are able access the service using any mobile device, tablet or PC. With all maintenance and housekeeping tasks and guest request managed through one system, tasks are actioned quickly, and multiple teams can communicate to each other within the same workflow.
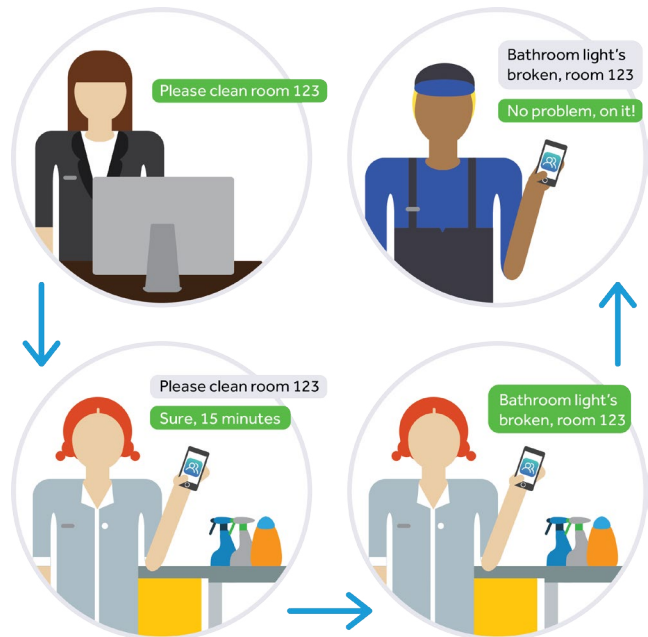

For example, one scenario might be reception generating a message when a guest checks-out. This would automatically alert housekeeping that the empty room is ready for cleaning. While cleaning, housekeeping would use Connect Staff to report directly to Maintenance any issues found. This cycles clean and guest-ready rooms for faster occupancy than tradition, manual work flows.

Another use-case would be reception submitting a guest request through the system. The request is automatically routed to the correct department with a pre-set service target time, which allow the hotels to measure actual performance against the expected service levels. Dissatisfied guest's issues are also tracked through the system, allowing real-time root cause analysis of the problem. This gives the property the chance to alleviate negativity while the guest is still on-site.

System Benefits

Recent interviews about the Connect Staff technology were conducted with general managers, assistant general managers, maintenance staff, housekeeping staff and front desk staff at several ibis properties. The purpose of these interviews was to better understand how the system is being used and quantifying tangible benefits.

Benefits described by the staff can be categorised into five areas:

Efficiency Savings

Data Visibility

Reporting

Capex Decision Making

Guest Statisfaction
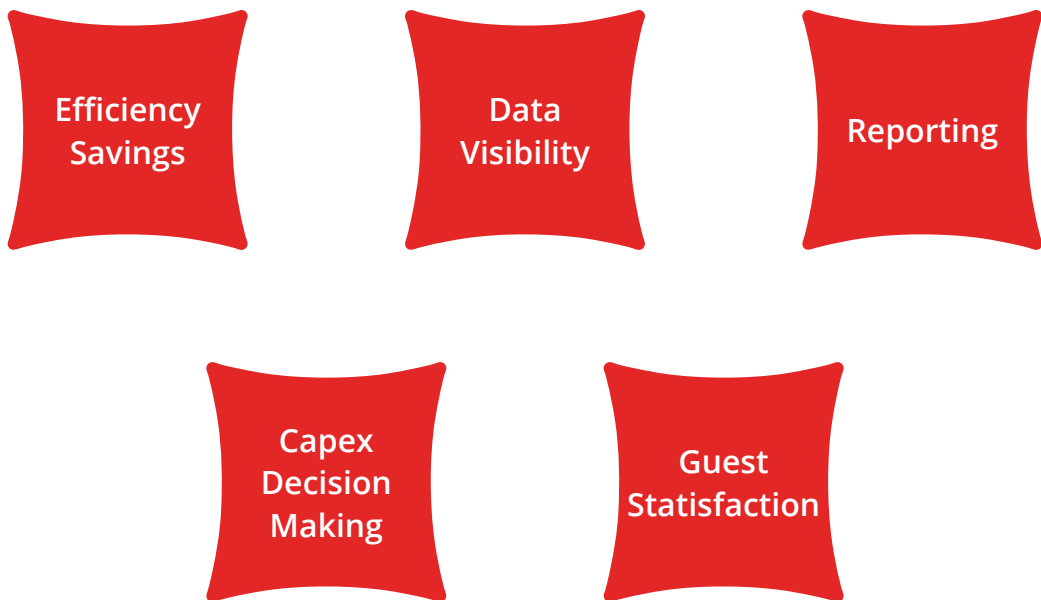
> ❝ *The system has helped us to reduce the time to respond to maintenance requests by up to 50%.*
>
> **Frederic Le Bras**, Assistant General Manage, ibis London Blackfriars

System Benefits
Efficiency Savings

After the implementation of Connect Staff, every hotel interviewed stated there was a significant decrease in the time taken to communicate maintenance issues. ibis Blackfriars estimated that this response time has improved by as much as 50%.

The following **efficiency savings** attributed to a successful adoption of the Connect Staff technology:

- Alleviating housekeeping from having to hand-write maintenance issues while conducting room inspections. The technology also saved them from having to physically deliver the notes to reception, where then time was spent logging these issues in a maintenance book.

- A reduction in unproductive time for the maintenance team walking to and from reception throughout their day to receive new jobs.

- A clear audit trail of requests being submitted, accepted, and closed has improved team accountability and reduced confusion, such as a staff member sending a task to another who claims to have never received a notification.

Front desk staff stated that logging guest's requests directly into the system saved time when compared to contacting the maintenance team or housekeeping staff via radio or phone.

- More effective planning and prioritisation of workloads. With issues appearing instantaneously to the Maintenance team, staff commented they are better prepared to execute multiple jobs.
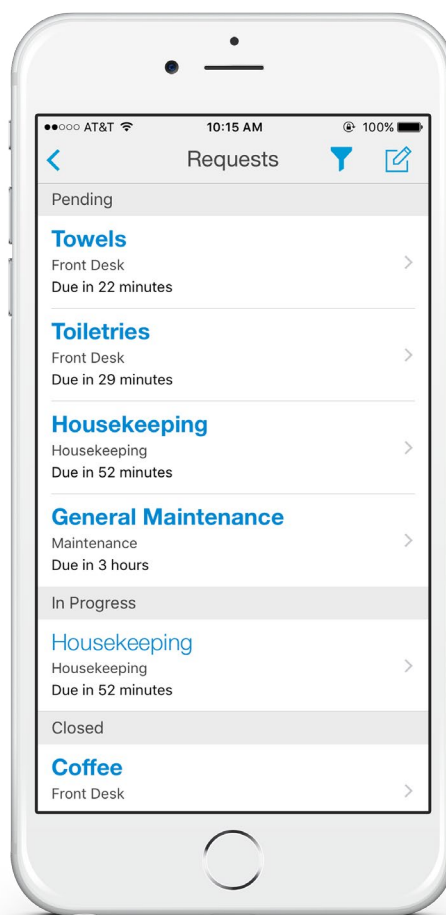
System Benefits
Data Visibility

> " *The reports generated from the Connect Staff have replaced our paper based system and have enable to compare our performance against other ibis properties.*
>
> **Izabela Biernaczyk**, Hotel General Manager, ibis London Barking

When interviewed, the ibis staff stated several benefits afforded by the system as a result of the improved quality and accessibility to historical data. Some of their key finding were:

- Significant time reduction in completing mandatory property reports. A customisable, predefined format of data analysis saved several hours a month from manually transposing information.

- Performance comparisons of teams across different sites helps identify productivity gaps within an area or brand level.

- Aggregated trends of common issues allows the hotel to plan preventative maintenance more effectively, resulting in savings and an improved guest experience.

System Benefits
Reporting

Reporting insightful property metrics is a standard monthly activity across the ibis brand and therefore is an imperative feature for Connect Staff.

All hotels in the ibis collection are required to submit two reports monthly: a *Consolidation of Defects* report and a consolidation of guest affecting issues called *Quality Hub*. These two reports are now automatically generated and sent to individual properties, which gives granular insight for the properties and brands.

Monscierge customised Connect Staff to reflect their current reporting structure, so the information could be automatically compiled.

Quality Hub Reporting details the issues raised by guests along with explanations of ibis' 15 minute guarantee refunds given to customers. The aggregation of this data was configured within ibis Connect by providing staff the ability to flag all refunds, automating the compilation of this report.

Quarterly Quality Review

Category	Anomaly	2015 Q4 Count
Bathroom	Air vent Dirty / Broken	1
	Bath Matt (Non-slip)	21
	Bathroom Lights disfunctioning	13
	Clean Bathroom	10
	Door not closing correctly / chipped	33
	Face, Body and Hair Gel	14
	Lights disfunctioning	32
	Sanitary bag holder broken / came off	30
	SHOWER DRAIN BLOCK	11
	ROOM STATUS/REQUESTS	17
	Bedroom	6
	Other	1
	Public area	21
	Air vent Dirty / Broken	31
	Bath Matt (Non-slip)	5

> ❝ *It [app] has become the main medium of communication for my staff.*
>
> **Izabela Biernaczyk**, Hotel General Manager, ibis London Barking

Capex Decision Making

ibis stated that Connect Staff's user friendly presentation and accessibility of aggregated data will aide with forecasting more targeted Capex spending decisions. For example, at a property level, maintenance staff can use the technology to compile accurate costs associated with maintaining old facilities or equipment to support a capex request.

The ibis Euston maintenance team save 1 hour daily from existing paper based methods of having to walk and collect jobs from reception.

At a group or brand level, where capex and purchasing are centralised, managers can easily evaluate historic expenditures to get insight for improvement in future spending decisions.

ibis Use-Case Examples

1 Two hundred bathrooms received new mirrors using integrated lighting. By reviewing ibis Connect Staff reports, it was apparent the fluorescent lamps in the units expired more often than expected, resulting in higher operation costs to keep using the mirror units.

2 New chairs were placed in the properties and proved to break easily from normal use. ibis Connect Staff's aggregated reporting allowed the corporate management team to notice this trend across properties much faster and in a simpler way.

## System Benefits
Guest Satisfaction

" *This [app] has greatly improved communication across teams and helps us plan workloads.*

Izabela Biernaczyk, Hotel General Manager, ibis London Barking

All of the ibis properties interviewed communicated the importance of guest satisfaction and ways to enhance it using this technology.

- Guests verbally expressed confidence in service when seeing staff digitally logging room issues.

- Detailed metrics from guest-impacting issues allows the hotel time to take appropriate corrective action.

- Room availability rates showed significant changes. The front desk reported check outs faster, signalling cleaning teams to prepare for new guests. The housekeeping staff could also immediately communicate to the front desk that a room was clean and available.

Having a complete audit trail helps keep the staff focused on their responsibilities.
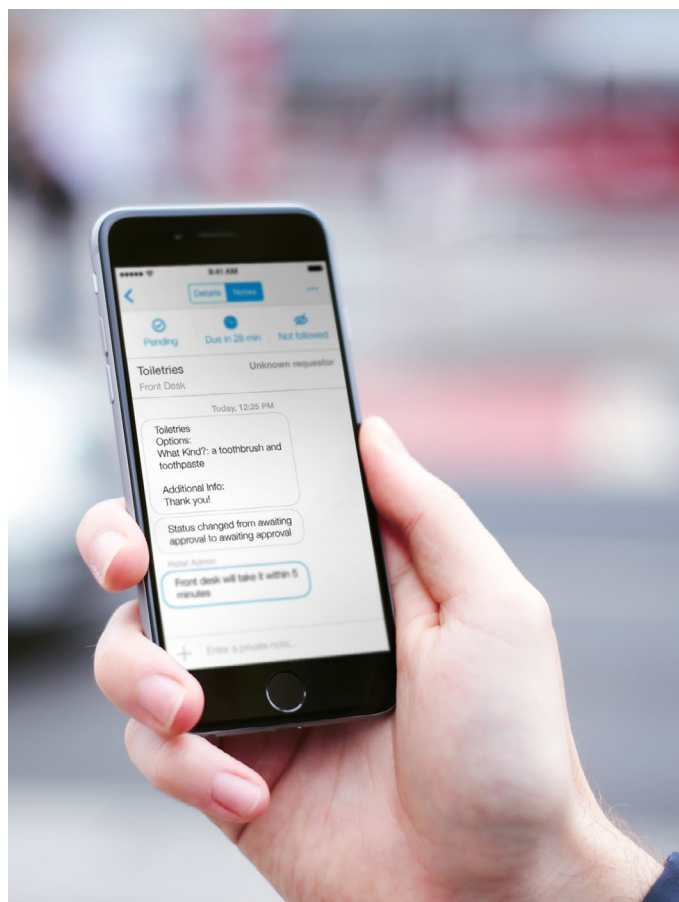
Changing Hospitality
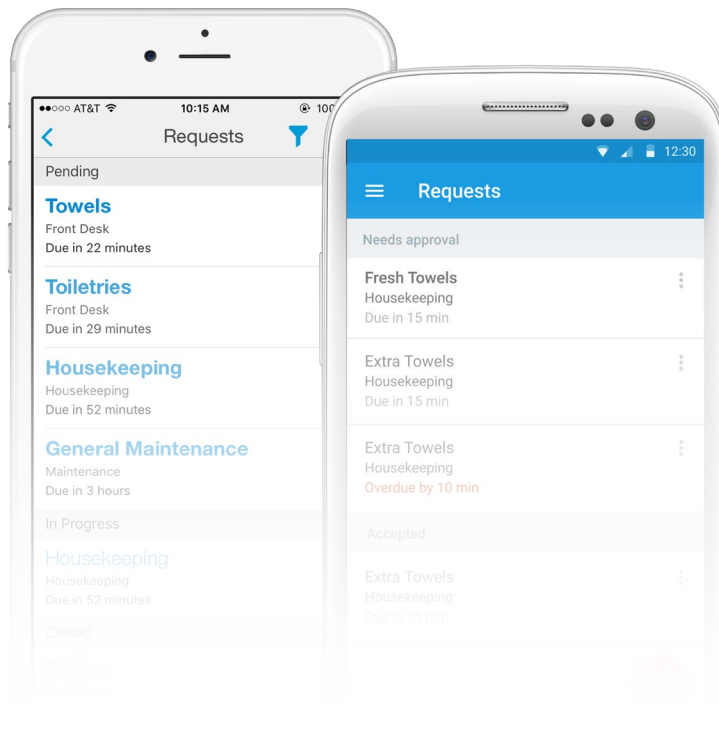
The ibis brand wanted to enhance their guests satisfaction and increase staff efficiencies. They found Monscierge Connect Staff to be scalable and affordable when compared to the other products available in the market. The teams also found Connect Staff to be more user-friendly, cutting down training and implementation expenses drastically from those of other technology vendors.

There is no other system in the market that allows centralized control over everything from a guest-facing mobile app to SMS communication and lobby concierges. Beacon technology, digital roomkeys, wayfinding, web apps, guest recognition and data analytics represent a few of the products Monscierge clients are using to change the way they connect and communicate with each other and with guests.

The low cost of ownership makes technology affordable for limited & full service brands, and scalable, fast deployment with only 2-3 hours of staff training needed.