Enhancing
Guest Experience
through Advanced Technology Integration at a leading luxury global hospitality brand

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Background

The client is a leading luxury global hospitality brand located in Seminyak, Bali, Indonesia. Known for its contemporary design and vibrant atmosphere, the resort features 229 rooms with 273 television sets. Situated in the trendy and upscale Seminyak area, the resort is renowned for its chic and stylish interiors, offering guests an exceptional experience in dining, shopping, and nightlife.

Problem Statement

The primary challenge faced by the client was the lack of tech upgrades in their hotel rooms. To maintain a competitive edge and provide a superior customer experience, the client sought our expertise to explore and suggest the latest technology solutions for their rooms. They aimed to enhance the in-room experience, surpassing what competitors in the industry offered. Specifically, they desired a single remote operation for all room functionalities, eliminating the need for multiple remotes.

Additionally, the client emphasized that the implementation should not disrupt their business as usual (BAU) operations. The installation and implementation needed to be completed within three weeks, ensuring minimal disturbance to guests.

Analysis & Solution

Problem Analysis

In the hospitality industry, a property management system (PMS) is essential for managing reservations, guest check-ins, room assignments, billing, and other operational tasks. Upgrading the network and integrating the PMS with new technology presented a challenge. The transition had to be smooth, without disrupting current BAU operations or causing disturbances to guests.

Possible Solutions

The integration of the network and PMS could be handled with timely responses and proactive issue resolution. Competitors lacked the inbuilt user interface and Google Chrome for screen casting that our solution offered.

Competitor Shortcomings

Competitors did not provide a user interface or the latest Google Chrome for screen casting, which are essential for a seamless guest experience.

Implementation

Strategy and Implementation

Microsense charted the entire project with a clear plan, defining tasks, actions, and milestones to ensure timely delivery without disrupting business operations. The project adopted an Agile methodology, allowing for iterative development and frequent feedback loops. This approach facilitated continuous improvement and adjustments based on evolving needs and challenges.

Steps Taken and Resources Utilized

Effective planning accounted for resources required, with a clear outline of necessary skills. Coordination with the hotel team ensured that each resource was accompanied by an engineer for product installation in each room.

Challenges Faced and Overcoming Them

Our solution extended beyond One significant challenge was the placement of access points at the corners of guest rooms, leading to poor signal strength. To address this, IR Kits were strategically placed to maximize signal strength, ensuring better performance without disrupting guest comfort.

Results and Benefits

Outcomes and Results

The project was completed ahead of schedule, showcasing the project team's efficiency and resulting in tangible improvements in customer experience. The seamless interaction between the network and the PMS laid the foundation for a more agile and responsive business environment, setting the stage for continued success and growth.

Impact on Client's Performance

The quality of our product and service enhanced the guest experience significantly. The client was impressed with our high standards and the work being completed without disrupting their business operations. Microsense was available at all times to third-party vendors, achieving minimal downtime with an SLA of 0.1%

Key Takeaways

The success of this project was attributed to meticulous planning, effective communication, adaptability, and a customer-centric mindset. Continuous monitoring, proactive issue resolution, and a commitment to quality were crucial in achieving project success and enhancing the customer experience.

Conclusion

In summary, the successful execution of this project combined detailed planning, effective communication, adaptability, and a focus on customer satisfaction. The project demonstrated that proper planning leads to perfect execution, significantly enhancing the client's operations and guest experience without disrupting their business activities. significantly enhancing the client's operations and guest experience without disrupting their business activities.

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