Leveraging Cost-Effective Technology to Raise Satisfaction & Efficiency

Sponsored by Broadband Hospitality | Oct 26, 2020 9:08am

Delivering an unparalleled, top-quality guest experience remains at the forefront of successful hospitality operations. And, as the hospitality industry emerges from the severe impact of COVID-19, hoteliers are examining their bottom line while determining how to deliver an exceptional experience for both guests and staff.

As a result, many are re-evaluating their technology strategy and making decisions about the need for technology to drive operational efficiencies that will continue into the future. In today's world, what is a property without experience without breaking the budget. Here are three game-changing technology solutions to consider as you move forward on the path to recovery.

Solution #1 – Bundle & Save

A hotel's technology needs encompass multiple platforms, and with that typically comes increased costs. Enter the idea of bundling to make a significant and positive difference. Bundling technology solutions throughout a hotel, or across a portfolio of properties, offers a united guest experience, streamlining costs, and optimizing performance. A tight coordination of multiple technology platforms is cost-effective, ensures smooth integration and enhances support, and can be customized and scalable to a hotel or collection of hotels. Embracing a "zone wise" strategy aimed at consolidating services and centralizing upgrades allows a hotel to successfully manage its technology without sacrificing quality or security.

What type of technology solutions can be bundled? On property, there are circuits for fast connectivity, high-speed Wi-Fi, TV, TV (cable television), phones, POS systems (point-of-sale television) systems, CCTV (closed circuit), radio and audio-visual, and low voltage wiring. Especially now, it makes smart-business sense to examine all costs, as hotels aren't paying unnecessary charges, thus invest in a strong, reliable network to shoulder the increased technology demands of hospitality operations.

Hotels gain a competitive edge when working with a qualified company that specializes in bundling hotel technology services, understanding the hospitality industry, its relationships with top vendors, and is backed by a dedicated, experienced team. For example, Broadband Hospitality offers an extensive scope of technology solutions and tailor offerings specific to a hotel's interests. As a result, approximately 60% of the company's 1,000 clients use them for more than one technology solution.

Solution #2 – In-Room Casting Delivers Expected Content

The last time you have an experience in a hotel, it has exponentially increased from the days of a limited number of channels and pay-per-view. Today, an engaging TV experience is defined by advanced entertainment options and personalization, all delivered via streaming technology.

Consumers travel with multiple devices and high expectations, and, in addition to a full spectrum of channels, they want to watch their preferred content on-the-run powered by high-quality HD picture and sound.

Guests craving the idea of "a home away from home" when traveling is not rare, but pandemic safety precautions can cause them to spend more time in their hotel room – meaning the ability to access-on-demand content 24 hours a day has become more that puts a "fit to have" amenity.

Offering in-room casting capabilities means guests can watch their own content from Netflix, Hulu, YouTube or other services via easy casting from their mobile devices. These days, guests want to teach the thing that's their own, the thing their personal devices, and casting from personal devices helps make this a reality. It also has a huge "welcome bonus" for guests and an exceptional way to meet their needs.

Broadband Hospitality's casting product solution powered by Google Chromecast technology is extremely user-friendly, safe and secure-to-use, and priced well. Guests easily pair their devices to the in-room TV by simply scanning a QR code on the TV.

Solution #3 – When Pandemic, Push A Button

Enhancing the staff experience requires as much thought and attention as the guest experience in order to achieve a successful hotel operation and reduce employees turnover.

Technology companies are developing well-proven wearable panic and safety button solutions in order to raise staff satisfaction levels and loyalty and deliver a meaningful sense of security. Staff specificity at most costs efficient door, and not the first response is alerted, so that can swiftly respond to this situation. There are no "dead zones" with the signal technology delivered by staff-off for the immediate. Order accuracy indicates support the location is extremely high, even if the staff member is moving. Sending the staff doesn't depend on a staff member's phone, they just need to push the wearable panic button.

Satisfying the needs of customers and staff members is crucial to a hotel's success, and technology has the ability to raise satisfaction levels while being mindful of financial constraints, especially during a challenging time for the hospitality industry. By incorporating technology solutions, whether it's broadband casting technology solutions or one of the smartest ways possible to experience a significant, profound return.

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