



# ROSEN HOTELS & RESORTS ELEVATES THE GUEST EXPERIENCE WITH UNIFIED TEAM COMMUNICATIONS



**MOTOROLA SOLUTIONS**





## ROSEN HOTELS & RESORTS SEAMLESSLY CONNECTS STAFF, BOOSTS SECURITY RESPONSE AND IMPROVES PRODUCTIVITY

Rosen Hotels & Resorts owns and operates nine high-quality properties in the Orlando market. In combination, the properties total over 6,600 rooms and suites, approximately six percent of the total guest rooms in Central Florida, at the hub of Orlando's famous theme parks.

Rosen Hotels & Resorts is patterned on the vision and principles of founder, president, and COO, Harris Rosen—a total commitment to unwavering honesty and integrity, the security and wellbeing of associates, high quality hospitality products, exceptional guest services, unmatched value, the continuing improvement of the industry and ongoing enhancement of the community.

Rosen Shingle Creek® is one of the largest full-service luxury convention hotels in Central Florida. The 255-acre hotel offers 1,501 guest rooms and suites, and 524,000 square feet of dedicated, flexible meeting/event space that includes one of the nation's largest column-free ballrooms at 95,000 sq. ft.

The hotel strives to offer exceptional experiences to its guests. Providing their employees with proven technology and communications best practices allows staff members across all properties and departments including security, guest relations, golf, housekeeping, kitchen and other day-to-day operations staff to deliver top-notch guest services.

### CUSTOMER PROFILE:

- Nine award-winning properties in Orlando, FL
- More than 6,600 rooms and suites
- 4,000+ associates

### INDUSTRY

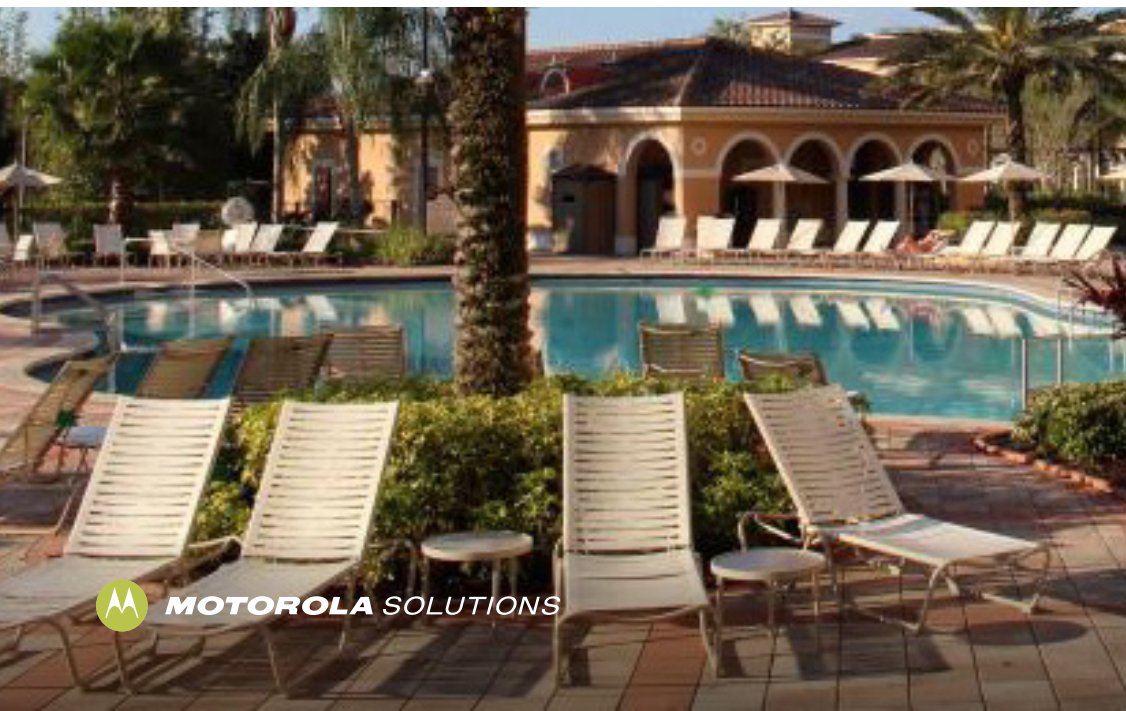
Hospitality

### SOLUTIONS

- Nine-Site Linked Capacity Plus MOTOTRBO™ System
- MOTOTRBO XPR 7550 Digital Two-Way Radios
- WAVE™ Workgroup Communications for Dispatch
- DAPage Notifications™ software for work order ticket management
- Motorola Solutions Managed Services: Infrastructure Repair, Radio Repair, Software Updates, Technical Support, and Systems Monitorings

### BENEFITS

- Instantly connect guest services, security, banquet set-up, housekeeping and other personnel on every floor, in every building
- Integrated work ticket management to process 60,000+ tickets per month from their property management system to MOTOTRBO two-way radios
- Centralized dispatch to support 24x7 guest services operations across all properties
- Instant, clear communication for coordinated response from security teams
- Unified team communications to better support multiple, on-site conventions and day-to-day operations







## THE OPPORTUNITIES

### RESTRICTIVE ANALOG SYSTEM

Rosen Hotels & Resorts was looking to improve its two-way radio communications. The organization had an aging analog radio system to support its existing properties, with the main antenna located at its tallest building, the 24-story Rosen Centre Hotel. However, with the opening of a new property, Rosen Shingle Creek, the lack of wide area coverage became an immediate concern. Employees situated across departments such as catering, engineering and security, and subpar radio connections hindered collaboration and a real-time flow of information.

### POOR SIGNALS AND LIMITED COVERAGE

The Rosen properties are built to withstand high winds and potential hurricane conditions, with extensive concrete foundations and interior walls. Its existing analog system lacked adequate range and voice clarity, particularly when employees were in underground locations or spread across the multi-acre property.

“Going down to a basement in one of the properties was like entering a black hole for communications,” said Kendall Koffler, Telecommunications Engineer with Rosen Hotels & Resorts. “The signal would disappear, causing frustration among employees who were handling guest services requests.”

“One department where we saw an opportunity for huge efficiency gains was within catering,” said Koffler. “Our chef, who oversees catering across multiple properties would, at times, have to resort to using his cellphone or physically tracking down an individual to share information — an archaic way of operating.”

### NEED TO ENHANCE PRODUCTIVITY AND COLLABORATION

A top priority in replacing Rosen Hotels & Resorts’ radio communications system was to create a centralized solution to support work order ticket management. Devoted to creating the best guest experience possible, the organization wanted to be able to improve the way staff work together by creating a more automated and seamless process for work order tickets to be assigned and completed, leveraging two-way radios and push-to-talk (PTT) across the entire organization.

### CREATING AN EMERGENCY WIDE CHANNEL

Rosen Hotels & Resorts’ security teams needed to be able to count on instant, clear communications to enable the swift, safe resolution of any type of incident — whether a significant weather situation or an intruder. Security personnel needed to be able to connect with other properties on-demand, as well as leverage an organization-wide emergency channel to coordinate responses to threats across large areas and direct personnel quickly to the right location.





## THE SOLUTION

Rosen Hotels & Resorts turned to Motorola Solutions to transform its guest experiences, security operations, day-to-day communications, and to maintain their communication platform. Motorola was the vendor of choice due to its industry-wide reputation and leadership in the development of communications technology for hospitality.

Rosen Hotels & Resorts decided to upgrade their existing radios to a MOTOTRBO system for improved coverage and audio clarity. Their centralized guest relations team also leverages DAPage to dispatch work order tickets and WAVE for Voice Dispatch. This unified Team Communications solution enables every department to instantly communicate from anywhere to meet guest expectations.

With the Motorola Solutions Team Communications platform, employees stay connected and informed no matter their device or network. Work order tickets created via the DAPage Notifications™ system can be automatically sent to MOTOTRBO radios or other devices to expedite dispatch assignments to the right person at the right time. Motorola Solutions worked closely with Rosen's internal IT team to unlock the potential of the organization's data, coupling voice with data to deliver intelligence and improve productivity for exceptional guest service.

Rosen Hotels & Resorts also takes advantage of the Motorola Solutions Managed & Support Services to reduce the time and complexity of radio and infrastructure management. Motorola provides technical support for the fleet of MOTOTRBO radios, including software and firmware updates and same day, on-site service as needed. Motorola's support includes network monitoring, allowing Rosen to achieve peace-of-mind and remain focused on elevating guest experiences, instead of their radios. For example, if Motorola sees irregularities with repeaters or other equipment, expert network technicians will rectify the situation, often before Rosen even realizes there's an issue.

Motorola Solutions personnel also worked closely with the luxury property to meet its stringent security and performance requirements, including compliance with PCI standards.

**“ The combination of Motorola’s strong service and technology provides a total solution,”** said Koffler. **“The radios are vital to our operations and having Motorola behind us, supporting us and maintaining our equipment is essential for our success. ”**



# THE BENEFITS

## DURABILITY, AUDIO CLARITY AND COVERAGE EMPLOYEES CAN COUNT ON

The MOTOTRBO two-way radios provide the audio clarity, range and durability Rosen Hotels & Resorts has been searching for. “We have cell phones. We don’t use our cell phones. A radio is immediate and I have friends of mine that say, ‘I need to call you.’ Don’t call me on my cell phone. Use the radio, it’s immediate,” said Steve Fratto, Chef de Cuisine at Rosen Shingle Creek. “There’s always a response. If they can’t get me on the radio, then they’re going to get somebody to get me on the radio.”

For example, if an employee within the catering group notices the temperature is slightly off in one of the coolers, they can instantly send out an alert to the engineering radio channel to send an engineer up to investigate. Any time there is a concern with something in the kitchen, whether it be engineering or maintenance or housekeeping, it’s just a few clicks over on the radio channel and service requests are met.

“In our world, we drop them. We’re making beds, we’re sweeping, they drop,” said Fred Creter, Executive Housekeeper. “I have not yet since we switched over had an issue with any of the radios as far as breakage, as far as cracking, any of that stuff. They have been very reliable.”

Even in challenging work environments, Rosen Hotels & Resorts employees have confidence that their two-way radio will continue to deliver clear communications.

“During the hurricane season here in Florida, you get a lot of rain. I was in and out of the rain probably six or seven times during the 16-hour shift and I mean, I was soaked,” said Ron Howard, Director of Safety and Security. “The radio didn’t falter. I didn’t have any problems with communication. The transmissions were clear, concise and crisp. That goes from the 14th floor all the way down through all of that concrete and steel.”

## INTEGRATED VOICE AND DATA COMMUNICATION

Making the shift to Next Generation MOTOTRBO allowed Rosen to benefit from two-way radios with digital technology, integrated voice and data communication, increased capacity and exceptional voice quality anywhere employees may go.

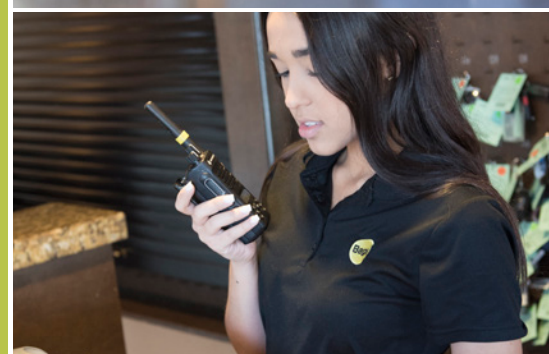
“Using the Motorola radios, we get things done quickly. If we have a guest calling for a certain item, a certain request, we can get it done quicker than before,” said Creter. “If I’m needing to contact members of the management team, whether on property or off-property, I’m one button away. It makes our jobs easier and faster.”


## CENTRALIZED GUEST SERVICE AND RESPONSE

At Rosen Hotels & Resorts, if guests need anything, they pick up the phone and call the centralized guest relations department. The operator answers the call, determines the need and then enters a work order into the property management system, which is dispatched to the appropriate personnel to handle the request.

For example, if a guest in room 500 is having trouble with the TV in the room, the work order ticket is dispatched to an engineering team staff member who is alerted via their MOTOTRBO radio. The engineer responds immediately that they are on the task and can use WAVE dispatch if additional staff support or maintenance equipment is needed.

“This integration gives us visibility we didn’t have before, which is critical as we process 60,000 work tickets through the WAVE Dispatch system each month,” said Koffler. “For example, when an employee is on break, they can’t be assigned a ticket. That type of efficiency was impossible before.”






**“ The powerful digital performance and advanced capabilities of MOTOTRBO means that our personnel are safer, more efficient and more productive,”** said Koffler. **“Our security, housekeeping, catering and guest services departments love knowing that team support and response is only a ‘push’ away. ”**

MOTOTRBO created a virtual, centralized guest department by allowing staff members to connect with different departments to address service needs. For example, convention services have been enhanced with better catering coordination, allowing the chef and personnel to share information via a global channel.

“It’s important to have a centralized dispatch because we have seven hotels and each hotel had its own central guest relations,” said Mercy Mbugua, Customer Guest Relations. “Now we are all integrated and we are one. The other thing is that we are able to be open 24 hours. There’s always someone to help a guest. Our communication has become efficient, effective and instantaneous.”

“We now we have enhanced, seamless guest coverage and service across properties,” said Koffler. “The MOTOTRBO radio system affords us the ability to handle multiple conventions and events at one time, while also tending to the needs of guests on premise for leisure.”

“The previous system was in need of an upgrade. We would have issues where, when use a two-way communication, we would have dead spots around the property. Calls would get dropped or sometimes we were not even able to obtain the proper information or relay information,” said Fred Creter, Executive Housekeeper. “ With this newer system, not only are things quicker, not only are guests being take care of quicker, but we also love that we can log things. We have the capability of logging in and seeing when things were taken care of, what time. Having this new system really enables us to go the next step.”



**“ We don’t have to pick up a cell phone and dial a number. It’s instant communication,”** said Howard. **“You push a button and you’re talking to 40, 50, 60 other people all at one time. It makes the message clear and it gets out rapidly and it gets out to everyone. ”**





## IMPROVED SAFETY AND SECURITY

“With Motorola, we get the best of both worlds — excellent local area coverage combined with wide area dispatch,” said Koffler. “Rather than calling each property individually in the case of an emergency or extreme weather situation, we have an emergency channel to reach all personnel instantaneously.”

As Rosen Hotels & Resorts grows, the MOTOTRBO system can be easily expanded, adding more radios and channels to support additional users and additional sites. MOTOTRBO Linked Capacity Plus is a cost-effective way for Rosen to create a safer work environment, as transmit interrupt prioritizes important communication exactly when it is needed, and emergency alerts enable workers to send notifications to a central location.

“I can tell you about the power outage we had during the recent weather emergency. We didn’t lose radio contact at all,” said Howard. “I talked to some friends that are in the industry as well who did lose contact, that lost power. They didn’t have battery backup. They had to walk from one location to the next to assure that the message delivered. Here we did not.

“Mr. Rosen has done a phenomenal job of equipping us with the best equipment that there is on the market today and I honestly believe it saves lives.”

**“ We have had medical situations out on the golf course where we’ve had somebody have a heart attack. Our staff was able to communicate with me right away so that I could get security involved,”** said Salvatore Bono, Senior Assistant Golf Professional. **We’re able to respond much quicker than if we had to depend on a mobile device in that situation. Guest safety is right at the touch of a finger for us. ”**



# ROSEN SHINGLE CREEK



## TEAM COMMUNICATIONS FOR HOSPITALITY

There is no such thing as a routine day in hospitality. Employees must be able to respond in the moment to guest requests, disruptive weather, security incidents and other situations and stay connected and informed from anywhere. Clear and reliable communications are needed to allow employees to confidently stay in touch whatever the day may bring.

When hospitality organizations rely on the right communications technology, they create a real-time flow of information to improve the way staff work together. The Motorola Solutions hospitality offerings connect different people, departments and facilities together to help operations run smoothly and assure exceptional guest service.

From the street to the suite, in small venues and large stadiums, Motorola Solutions is helping staff coordinate and collaborate more efficiently and productively. Properties worldwide are transforming their operations with Motorola's next-generation digital communication solutions and expertly-integrated systems, applications, accessories and services.

Visit [www.MotorolaSolutions.com/hospitality](http://www.MotorolaSolutions.com/hospitality) and learn how to unify communications for hospitality teams across locations, devices and networks with added intelligence.



Motorola Solutions, Inc. 500 W. Monroe Street Chicago, IL 60661 U.S.A. 800-367-2346 [MotorolaSolutions.com](http://MotorolaSolutions.com)

MOTOROLA, MOTO, MOTOROLA SOLUTIONS and the Stylized M Logo are trademarks or registered trademarks of Motorola Trademark Holdings, LLC and are used under license. All other trademarks are the property of their respective owners. © 2018 Motorola Solutions, Inc. All rights reserved. 03-2018