



CLIENT OVERVIEW

A full-service hospitality management company supporting hotel and restaurant chains across multiple regions. The organization provides a comprehensive suite of services including property management, marketing, and centralized contact center operations for reservations and guest support. With both administrative offices and high-volume booking centers, reliable and scalable communications are critical to daily operations and guest satisfaction.

THE CHALLENGES

The client faced several operational and technological hurdles:

- **Outdated Unified Communications System:** Legacy systems in administrative offices limited collaboration, lacked scalability, and increased maintenance costs.
- **Inefficient Contact Center Platform:** The existing booking system struggled to handle call volumes efficiently, leading to longer wait times and reduced customer satisfaction.
- **Emergency Line Reliability:** Ensuring always-on, fail-safe communication for emergency services across properties was a top priority, but existing infrastructure posed risks.
- **Limited Mobility Support:** Staff increasingly required mobile access to communication tools, but the current setup did not adequately support cellular integration or remote work.
- **Inconsistent Guest Wi-Fi Experience:** Guests across properties experienced unreliable connectivity, slow speeds during peak times, and inconsistent login experiences, negatively impacting satisfaction, online reviews, and brand perception.

THE SOLUTIONS

A comprehensive communications transformation was implemented, focusing on modernization, scalability, and reliability:

Cloud-Based Unified Communications (UCaaS)

Replaced the legacy system with a cloud-based platform to enable seamless voice, video, messaging, and collaboration across administrative teams. The phone system is integrated with their CRM & PMS so all call transcriptions are automatically entered into account profiles.

Advanced Contact Center Solution (CCaaS)

Deployed a modern contact center platform with intelligent call routing, real-time analytics, and omnichannel capabilities to optimize booking operations.

Enhanced Emergency Communication Infrastructure

Integrated resilient emergency lines with redundancy and location tracking to ensure compliance and rapid response capabilities.

Cellular Mobility Integration

Enabled mobile-first capabilities, allowing staff to access communication tools securely from any location, improving responsiveness and operational flexibility.

Enhanced Guest WiFi Platform

Implemented a high-performance, property-wide WiFi solution with centralized management, ensuring fast, reliable connectivity in guest rooms, common areas, and event spaces. Features included:

- Seamless property-wide coverage with intelligent access point placement
- Bandwidth optimization to maintain performance during peak usage
- Secure, branded guest access portals for a consistent login experience
- Advanced network segmentation to separate guest and operational traffic
- Real-time monitoring and analytics to proactively address issues

THE RESULTS

The transformation delivered measurable improvements across the organization:

Improved Guest Experience

Faster response times, more efficient booking processes, and reliable high-speed WiFi significantly increased overall guest satisfaction and positive reviews.

Operational Efficiency Gains

Streamlined internal communications and improved network reliability reduced delays and enhanced coordination across departments.

Increased Reliability and Compliance

Robust emergency communication systems enhanced safety and met regulatory requirements.

Workforce Mobility and Flexibility

Employees could work effectively from anywhere, improving productivity and supporting modern work environments.

Scalable Infrastructure

The new cloud-based systems and WiFi platform allow the organization to scale easily as it expands its portfolio of properties.

Enhanced Brand Perception

Consistent, high-quality connectivity across all locations strengthened the brand's reputation and supported guest loyalty.

KEY TAKEAWAYS

My Resource Partners worked with this hospitality group's IT team to develop a holistic approach to modernizing their infrastructure to deliver high-quality guest experiences in their hotels and restaurants. They now have a rapid deployment model for all new acquisitions. In addition, standardizing communications, marketing and security across all their sites made a positive impact on IT management, freeing up valuable time and capital that can be focused on growth initiatives.