



ELEVATING GUEST SERVICE AT ORLANDO'S PREMIER MEETING HOTEL

MOTOTRBO™ SL SERIES ADDS ANOTHER STAR TO GUEST SERVICES



The hotel of choice for professional meeting planners across the country, The Peabody Orlando is celebrated for its contemporary elegance, luxurious accommodations and award-winning service. With over 300,000 square feet of flexible function space – including the pillar-free 55,000-square-foot Peabody Grand Ballroom and 105 deluxe breakout rooms – this premier property is a dream destination for corporate and convention planners alike.

Whether conventioner, tourist or business traveler, guests anticipate a high level of responsiveness and the hotel staff work diligently to exceed expectations. From handling international exhibitions to hosting the crowd-pleasing daily “March of the Peabody Ducks,” The Peabody Orlando stands out from the flock of first-class resorts.

As The Peabody Orlando added a new 32-story tower, revamped pool complex and expansive spa and fitness center, it gained a new communication challenge. How could it equip employees with the tools to provide seamless guest service – with twice the number of rooms and five times the meeting space?

CUSTOMER PROFILE

Company

- The Peabody
Orlando, Florida

Industry

- Hospitality

Key Features

- Number one meetings hotel in the United States, as ranked by Cvent
- Awarded Forbes® Four Star and AAA Four Diamond ratings
- Luxurious, world-class property staffed by 1,700 employees
- 1,641 rooms, 105 deluxe breakout rooms, 300,000 square feet of flexible function space
- 52 acre complex with 32 story tower, 22,000 square foot spa, salon and fitness center, 10 dining and entertainment venues
- Two covered sky bridges connect The Peabody Orlando to the Orange County Convention Center





THE CHALLENGE
**MAJOR EXPANSION CREATES
ROOM FOR CHANGE**

Energized by an enterprising \$450 million dollar investment, The Peabody Orlando spread its wings and soared to towering success. Two years, a new tower and a massive renovation later, it is one of the largest non-gaming hotels in the nation.

Brian Seays, Regional IT Director for The Peabody Group, describes the necessity of mobilizing staff to handle guest requests across the vast 52 acre property. "One of the biggest challenges I had was the expansion of our hotel. We started out with 891 rooms and 60,000 square feet of meeting space. We've now grown to 1,641 rooms, over 300,000 square feet of meeting space and 1,700 employees. Most of them are using their radios on a daily basis, from engineers to security to guest services, banquet, beverage, catering, sales and convention services staff."

"We have a very large footprint now," adds Margie Sanchez, Assistant Director of Conference Management, "and to get our guests from the main lobby to one of our ballrooms requires a lot of finesse and being able to give directions very clearly. Our associates are used to walking our guests to certain areas, so the familiarity of that space is very, very important not only to our associates, but to communicate that to our guests."

**UPGRADING COVERAGE,
CLARITY AND RELIABILITY**

The increased footprint presented unique communications challenges. The Peabody Orlando's existing five channel analog trunked system was now insufficient to provide adequate coverage with the addition of the larger building. One of the alternatives hotel management had explored was cellular because of the small, lightweight devices, but spotty coverage that caused dead spots in the back hallways and in the elevators, the long-term monthly \$50 per unit fee, and operating on an unreliable public network ultimately made that technology unattractive.

When management were introduced to MOTOTRBO SL Series digital two-way radio technology, they realized they could still get devices that replicated the slim, discreet form factor of a mobile phone, without having to pay recurring costs or operate on a public network, which provided more reliability since the hotel sits in a hurricane zone. Even more, they could enjoy the robust benefits of two-way radio communication that would continue to run their HotSOS applications and provide crystal clear voice transmission.



"There's nothing typical about our day. We could have anywhere from a large group in the hotel to 21 different groups at any given time."

Margie Sanchez, Asst. Director, Conference Management



THE SOLUTION

MOTOTRBO SL SERIES: SMARTPHONE SLEEK. TWO-WAY RADIO ROBUST.

Ultra-thin, ultra-light and loaded with hospitality features, the innovative design and features of the MOTOTRBO SL Series enhance the level of professionalism and discretion so users can provide superior customer service and faster response times. "I think the form factor is key," said Seays. "As management, you're going in and out of meetings and your wardrobe really doesn't lend itself to carry a five-pound device hanging from your belt loop. The SL Series is no different than carrying my cell phone."

Over in Conference Management, Margie Sanchez agrees with how slim, lightweight and discreet the SL Series is. "The flexibility that the new radio has, in its size, in the earpiece, makes it almost like it's not really there. So it is quite convenient in communication to our other associates while we assist our guests."

INSTANT DATA AND IMPROVED DECISION-MAKING

Whether it's discreet text messaging or easy-to-read work order tickets, the SL Series improves the way the staff at The Peabody Orlando interacts and reacts. With integrated Bluetooth® in the radio, they can use wireless accessories to move freely without the hassle of wires, and share real time information and streamline their response. Hotel security, for example, relies on text messaging for rapid, unobtrusive communication that is covert and doesn't distract employees or guests.

From management to maintenance, employees are also enthusiastic about the 2-inch, full color, five line screen that reduces HotSOS work order steps, improves readability and increases their efficiency. "We've been very big fans of the HotSOS application," Seays explains. Rather than scrolling through multiple screens to view a work order, "With the SL Series screen you get a lot of that message on your first glance, which is very good. It allows us to respond to our guests quickly and effectively."

"The most impressive thing is really the design. The staff loves it. They've been able to transition from the old technology to this newer one with almost no hesitation."

Brian Seays, Regional IT Director

THE BENEFITS

HEAR CLEARLY OVER CLATTER AND CHATTER

According to Sanchez, the SL Series offers excellent voice clarity, even in the commotion of a crowded event. Its Intelligent Audio automatically adjusts radio volume to compensate for background noise, so she won't miss a call in a loud ballroom or disturb guests when she steps back into a hushed hallway.

"The Intelligent Audio feature was a great benefit for us," she says, "especially when you're dealing with an event that might have 1,200 people. The radio took out all that background noise and what was being communicated amongst our staff was very, very clear. That is key, because when you have a lot of different events and chatter on the radio, you want to be able to pick up exactly what is being said, so you can respond to it as quickly as possible."

BE DISCREET WITHOUT DISTURBING GUESTS

Covert and comfortable Bluetooth wireless accessories are the perfect fit for discreet communication throughout the hotel. "I've been using the Bluetooth and I'm ecstatic about it," says Jon Vereen in Security Training. "I can still hear the sounds that are around me, and the radio comes in crisp and clear. I don't have to unplug it to talk to a guest."

"The headset makes it seamless," adds Sanchez. "It makes getting answers so much faster, and it gives a certain confidence to our guests when they ask questions, that we are able to readily give the response they're looking for. There's no delay."



MAKE SEAMLESS SERVICE SEEM EFFORTLESS

With its sleek shape, easy-to-use interface, exceptional audio and integrated data applications, the SL Series digital radios have improved The Peabody Orlando's ability to respond to its clientele. "Guest experience has been out of this world with the transition," says Seays.

"When we were using the analog system, it would take several minutes to get a clear radio to speak from. If there was a guest or a group who needed assistance, you could be waiting three minutes. The MOTOTRBO digital system has given us the ability to have thousands of channels to use, and we don't have those kinds of delays."

"To maintain a rating as a Forbes Four-Star, AAA Four Diamond hotel, it really requires us to be able to quickly mobilize and act on behalf of our guests," Seays points out. As The Peabody Orlando showcases its capabilities to the convention industry and beyond, the SL Series is helping them project an image of elegant professionalism and provide a level of impeccable guest service.

SL SERIES: THE PERFECT FIT FOR HOSPITALITY

- Ultra-thin and light for the ultimate in discreet communication
- Intelligent Audio automatically adjusts radio volume to background noise
- Embedded Bluetooth audio provides wireless voice with outstanding clarity
- Large, high-resolution color screen is easy to read at a glance
- Integrated applications, from work order ticket management to covert mode
- Text messaging for discretion without distractions to staff or guests
- Discreet, comfortable wireless accessories for long shifts
- Extended battery life
- Rugged design built to withstand the drops and exposure of everyday use

For more information on how to elevate guest service seamlessly, visit motorolasolutions.com/slseries or contact your local Motorola representative.

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MOTOTRBO
DIGITAL
REMASTERED.