

Fairmont Scottsdale Princess

Increasing Effectiveness of Housekeeping that Benefits the Entire Property

REX DEMONSTRATES APPRECIABLE RESULTS

Prior to the deployment of REX - Room Expediter from Newmarket International, Inc. ("Newmarket"), the Fairmont Scottsdale Princess had challenges in preparing rooms and accommodating guests in a timely fashion. With a fully booked house, the last thing any hotel needs is a horde of exhausted, impatient guests waiting for their rooms. An ineffective room assignment and clearing process can certainly be taxing on the staff and equally frustrating for guests.

SATISFIED GUESTS, HAPPY STAFF, AND MORE REVENUE



Having recently deployed REX at their property, Mary Gustafson, Director of Housekeeping at the Fairmont Scottsdale Princess now receives compliments from their sales team on the effectiveness of her staff in getting large groups into their rooms. Gustafson recently received an email from the Director of Sales and Marketing that stated, "You get our groups in the rooms when they arrive and this puts us in a winning position from the beginning. With the confidence group leaders have with the resort due to the smooth check-in, our planners are more forgiving if we make a mistake somewhere along the way and we are making fewer billing adjustments."

"That is a great example of an ancillary benefit of REX," said Luis Segredo, President MTech Division of Newmarket. "We designed REX with the primary objectives to increase customer satisfaction while reducing labor costs through increased efficiencies. Having an impact on revenue by reducing billing adjustments is a byproduct of satisfying those objectives, which makes for a very fast return on investment."

GET GUESTS INTO THEIR ROOMS FASTER

With REX, the right room gets cleaned at the right time, every time. No more scribbles on room sheets to decipher, no more misplaced paperwork, and no more noisy radios. REX uses data from multiple systems in ways to help get guests to their rooms faster. First, it gathers information from the property management system (PMS) and guest control systems to intelligently assign rooms and provide room attendants with the next most important room to clean. Secondly, it communicates valuable guest information such as name, stay details, and room setup preferences to room attendants, so they can enhance the guest experience.



Business:
World-class Luxury Resort

Challenge:
Preparing rooms in a timely fashion

Solution:
REX

Results:
Increased efficiency in the room assignment process, reduced labor costs, and enhanced customer satisfaction

"I am your biggest fan. We just had another successful turn. REX makes me look like a hero!"

- Mary Gustafson
Director of Housekeeping
Fairmont Scottsdale Princess

EASY TO USE - APPLE IPOD TOUCH/IPHONE AND GOOGLE ANDROID MOBILE DEVICES

REX is the first solution of its kind that streamlines the entire room assignment and clearing process with mobile devices, such as the Apple iPod Touch/iPhone and Google Android. Based on pre-defined business rules, REX intelligently uses status changes from the PMS and other systems to optimize the order in which rooms are assigned to room attendants



INCREASED EFFICIENCIES REALIZED

The Fairmont Scottsdale Princess has been able to reduce and reallocate members of the housekeeping team. Through the success of the REX deployment, Gustafson commented, “The assignment process has gotten easier and quicker; the coordinators have more time and have taken on additional responsibilities in the office as well. We have experienced a huge reduction in calls from the front desk. Since the housekeeping department already understands the needs of the house for the day, they plan accordingly.” Now having experienced life with REX, Gustafson declared, “I wouldn’t want a day without it!”



FOR MORE INFORMATION
Contact Newmarket at:
salesinfo@newmarketinc.com

CORPORATE HEADQUARTERS
75 New Hampshire Avenue
Portsmouth, NH 03801, USA
+1.603.436.7500
www.newmarketinc.com

WORLDWIDE OFFICES
EMEA +44 (0) 208.481.6600
Dubai +971 (0) 55.215.9979
Asia/Pacific +86 21 2089.8333
Singapore +65 6735.5988
Australia +61 2.9965.3797

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