

Pinehurst Modernizes Guest Check-in Experiences and Staff Effectiveness

A WORKFLOW MANAGEMENT SOLUTION FROM AGILYSYS TRANSFORMS RESORT HOUSEKEEPING EFFICIENCY

Executive Summary

Ed Nickelson serves as the Director of Information Technology at the more-than-century-old Pinehurst Resort and Country Club. Pinehurst is where the American golf story began in 1895, and where it continues to flourish today. It's this same rich history that draws both new and loyal guests from around the world. The team at Pinehurst set an aggressive goal and today the resort is improving the guest check-in experience and staff productivity using rGuest® Service for mobile workflow management.

Over a four-week period, more than 1,000 guests received automated notifications that streamlined check-ins.

Pinehurst anticipates it will save \$60,000 in operational labor efficiency and expects the savings will continue to grow.

“Our previously fragmented guest check-in process consumed valuable time. With rGuest Service, the best part is that the guest knows their room is ready often before the front desk realizes.”

Ed Nickelson, Director of Information Technology

Challenges

High occupancy rates and guest expectations were quickly outpacing the process Pinehurst used to prepare for guest arrivals. They knew they needed to improve the guest check-in experience. Guests arrived and their rooms were not ready. The room assignment method involved a manual, telephone and radio relay system that was initiated by the front desk only after the guest arrived at check-in. Multiple communication points ensued: the front desk called the Housekeeping Expeditor, who then called the Inspector, who tracked down the individual Guest Room Attendant with a request to prioritize the waiting guest's room. Multiply this by the number of waiting guests at any point in time, and the 40 to 50 housekeeping crew members working on any given day, and it became clear that the team at Pinehurst had to find a solution to their challenge.

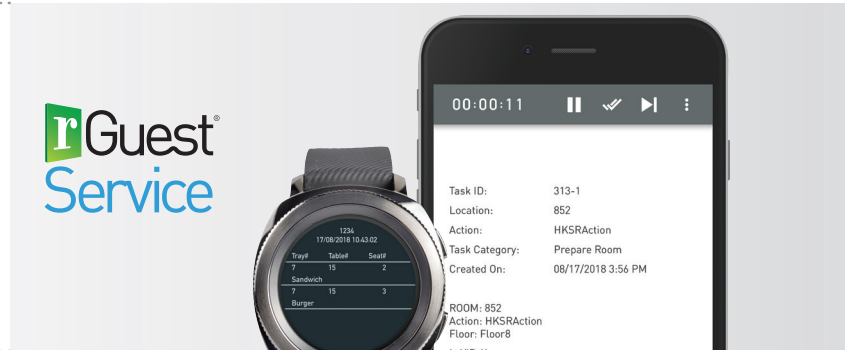


The Solution

Pinehurst set out to find a digital solution that would solve for the high volume of guest notifications and remove the potential for human error. Using rGuest® Service – a hospitality workflow management solution from Agilysys, the front desk staff now assigns rooms as “ANCI” (Arrived – Not Checked In). This signals to Guest Room Attendant’s tablet what guest rooms to prioritize. With rGuest® Service, rooms are turned over quickly and staff move effortlessly throughout their day. Once a room is marked as inspected, the software solution automatically sends the guest an SMS that their room is ready.

“The Agilysys team has gone above and beyond to invest in our long-term success. We enjoy having them as our partner.”

Ed Nickelson, Director of Information Technology



The Results

Pinehurst proactively informs guests when their rooms are ready, often before the front desk is made aware. Over a four-week period, more than 1,000 guest notifications were sent, expediting guest service with seamless check-in experiences.

In addition to saving guests from having to wait for their rooms, Pinehurst estimates that it is saving \$60,000 in operational labor costs and expects the savings to increase as the resort’s new workflow processes continue to smooth out.

About

A three-time U.S. Open Site. A three-time winner of Travel + Leisure Golf Magazine’s Best Golf Resort in America award. The home of the famed No. 2 golf course. Around the world, Pinehurst is where the American golf story is rooted, and where it continues to flourish. Most know of its modern history – with stories like the Payne Stewart putt that won the 1999 U.S. Open. But locked with its archives are thousands of moments that define each generation for the past 100 years. We are America’s first golf resort, but also a world-class tennis, spa, meetings, special events and family destination.

ABOUT AGILYSYS

Agilysys has been a leader in hospitality software for more than 40 years, delivering innovative guest-centric technology solutions for gaming, hotels, resorts and cruise, corporate foodservice management, restaurants, universities, stadia and healthcare. Agilysys offers the most comprehensive software solutions in the industry, including point-of-sale (POS), property management (PMS), inventory and procurement, payments, and related applications, to manage the entire guest journey. Agilysys is known for its leadership in hospitality, its broad product offerings and its customer-centric service. Some of the largest hospitality companies around the world use Agilysys solutions to help improve guest loyalty, drive revenue growth and increase operational efficiencies. Agilysys operates across North America, Europe, Asia-Pacific, and India with headquarters located in Alpharetta, GA. For more information visit Agilysys.com.

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