DUBAI MARINE BEACH RESORT & SPA IMPROVES GUEST SERVICE AND STAFF EFFICIENCY

A POINT-OF-SALE PLATFORM FROM AGILYSYS TRANSFORMS EMPLOYEE WORKFLOWS, ACHIEVING PROCESS INNOVATION

Executive Summary:

Dubai Marine Beach Resort & Spa - a luxury beachfront property, was looking to upgrade their point-of-sale technology to improve guest service and staff workflows. After implementing Agilysys InfoGenesis® POS and InfoGenesis® Flex, the company captures up-to-the-minute guest and server performance data for reporting flexibility and on-the-go operations management. The solution has helped the organization provide better guest service while dramatically increasing service staff efficiency and satisfaction.

Improved accuracy and speed of service

Better access to essential report data

Enriched management of multiple service outlets

Dubai Marine Beach Resort & Spa:

Mr. Shiju Nair is the IT Manager who, with his team of six, oversees the entire IT infrastructure of Dubai Marine Beach Resort & Spa, including satellite locations of the company's café chains and other retail shops. Mr. Nair led the research, selection and upgrade process, and today manages the property's point-of-sale technology which consists of 17 stationary terminals and 20 mobile tablets used by more than 70 members of service staff.

Dubai Marine Beach Resort & Spa is a five-star, beachfront property with exclusive dining and resort amenities, featuring 17 restaurant and beachfront entertainment outlets, from coffee shops to fine-dining, along with spa, gym, tennis and beach sports across an expansive area. The resort location, features and caliber of guest service attract guests from across Russia and Europe, and serves as a host resort for locals during the world-renowned Dubai Shopping Festival.

The Challenges:

01.   SERVICE INEFFICIENCY - Servers spent a lot of their time running back and forth between the kitchen, the POS terminal and the guest; making it a struggle to meet guest needs.

02.   LACK OF REPORTING - Management had little to no access to report data that was essential for managing multiple outlets. The ability to adjust where necessary to help streamline guest service was limited.

03.   INSUFFICIENT CONNECTIVITY - Managers and servers alike were limited to the functionality of their Wi-Fi service and when it went down, so did the POS.

THE GOALS:

The leadership at Dubai Marine Beach Resort & Spa had a vision to improve their guest service and efficiency in the food and beverage outlets. They wanted a technology solution that would accommodate even their busiest periods with consistent connectivity and greater mobility.

RESULTS:

Agilysys provided fixed and mobile point-of-sale technologies, improving overall management of their 17 food and beverage outlets and empowering staff with an efficient solution that enables them to spend more time with guests. The solution supports more consistent operations across the enterprise and improves the overall guest experience.

- ✓ STRAIGHTFORWARD USER INTERFACE - when compared to the previous POS technology, it's very easy-to-use.

- ✓ IMPROVED SERVICE STAFF WORKFLOWS - significant time-savings in all food and beverage outlets.

- ✓ INCREASED QUALITY OF GUEST SERVICE - order entry speed and accuracy are improved.

- ✓ OFFLINE FUNCTIONALITY - enables servers to continue entering orders and processing payments if Wi-Fi is inconsistent.

- ✓ REPORT DATA - Managers have access to up-to-the-minute business data, whether they're on the floor or working remotely.

- ✓ COST-EFFECTIVE - The price is comparatively better than any other POS with similar features.

> " The mobile tablets are making life easier for the service staff. They get orders entered quickly without all the back and forth from the table to the terminal. "
>
> Shiju Nair, IT Manager
> Dubai Marine Beach Resort & Spa

About Simplified Solutions

Simplified Solutions is an authorized distributor for Agilysys InfoGenesis and is a leading Hospitality Software sales and service organisation in the Middle East. Over the last few years they have brought together a bouquet of highly successful, internationally recognised Hospitality Management Software and offer them over a single window platform. With over 14 of the world's top 20 Hotel Chains, leading restaurants, clubs and sports facilities using their partner products and services, they have a long and illustrious list of Clients across the region, Europe, Africa and India.

ABOUT AGILYSYS

Agilysys is well known for its long heritage of hospitality-focused technology innovation. The Company delivers modular and integrated software solutions and expertise to businesses seeking to maximize Return on Experience (ROE) through hospitality encounters that are both personal and profitable. Over time, customers achieve High Return Hospitality by consistently delighting guests, retaining staff and growing margins. Customers around the world include: branded and independent hotels; multi-amenity resort properties; casinos; property, hotel and resort management companies; cruise lines; corporate dining providers; higher education campus dining providers; food service management companies; hospitals; lifestyle communities; senior living facilities; stadiums; and theme parks. The Agilysys Hospitality Cloud™ combines core operational systems for property management (PMS), point-of-sale (POS) and Inventory and Procurement (I&P) with Experience Enhancers™ that meaningfully improve interactions for guests and for employees across dimensions such as digital access, mobile convenience, self-service control, personal choice, payment options, service coverage and real-time insights to improve decisions. Core solutions and Experience Enhancers are selectively combined in Hospitality Solution Studios™ tailored to specific hospitality settings and business needs.

s located in Alpharetta, GA. For more information, visit www.agilysys.com.