



MOTOTRBO™ Improves Efficiency and Service at Hong Kong's Business Hotel



In hospitality businesses, delighting your guests requires exceptional service at all times. There is no room for service slips, slow responses or miscommunications. MOTOTRBO™ digital radio solution ensures that Hong Kong's Excelsior Hotel keeps operations running smoothly, safely, and efficiently. Making workforce communications a vital aspect of its exemplary customer service.

Company Overview

The Excelsior Hotel is one of Hong Kong's most famous hotels for travellers looking to explore the energetic entertainment and shopping areas of Causeway Bay. Member of the Mandarin Oriental Hotel Group, the hotel offers 34 floors of spectacular view overlooking the Victoria Harbour.

Excelsior is keenly aware of what it takes to succeed in the hospitality industry. They have long sought out advanced technologies to empower employees with the right tools to satisfy their guests. Using their Philips in-house paging system and Motorola two-way radio solutions, they could enhance staff productivity and provide superb levels of service to their guests.



Challenge: Need for Expanded Communications Capability

The Excelsior Hotel consists of a landmark twin-storey tower housing 34 floors, 864 guest rooms and 22 luxury suites. Their Building Management System (BMS) provides computer-based monitoring and control of the hotel's lighting, fire alarm and security systems. For the last 15 years, their Philips in-house paging system and 35 paging receivers were used to send text messages to key employees and broadcast BMS fire alarms, meeting the dual needs of employee communications and telemetry function.

Migrating the Paging System to Two-way Radio Platform

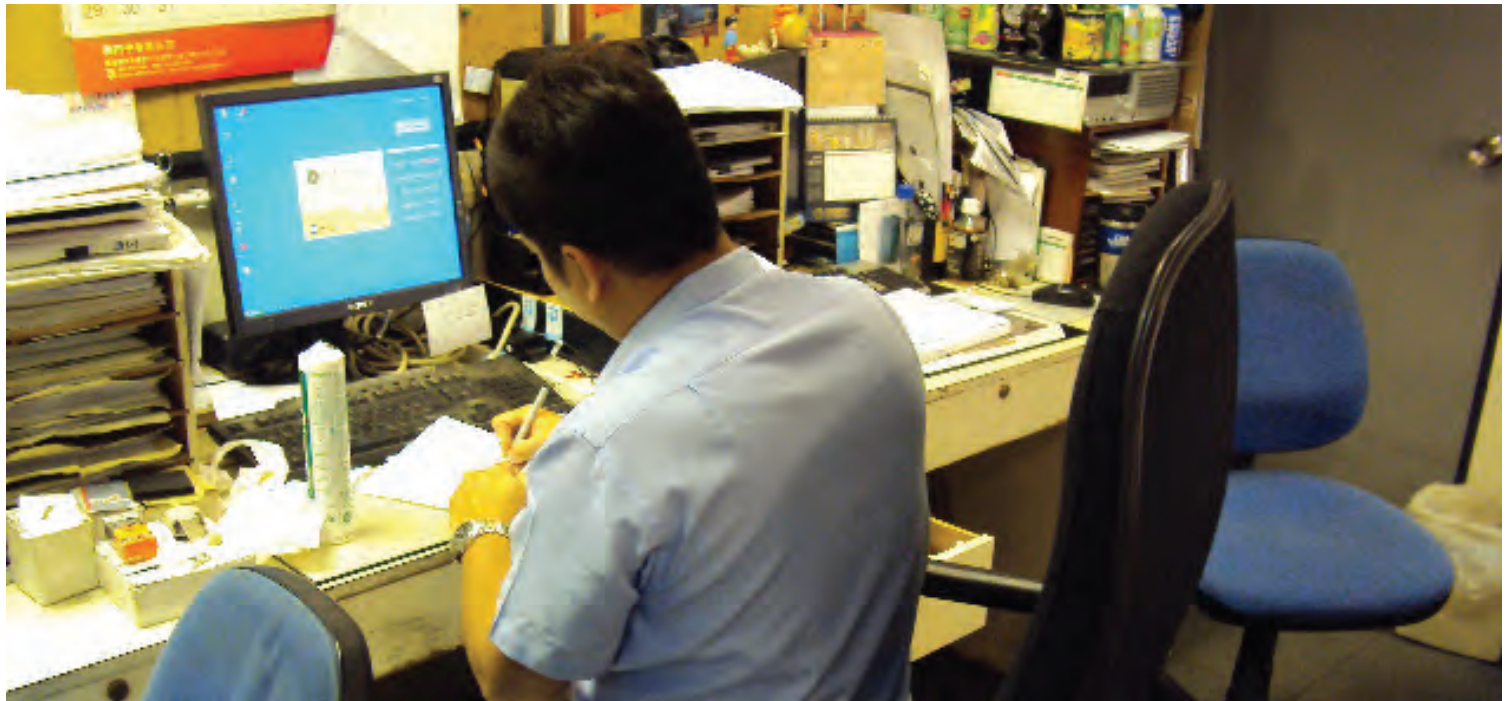
When the engineering department was deciding to replace the aging paging infrastructure, they came to a cross-road. Philips has already phased out its telecommunications product line, so switching to another paging system brand was inevitable. But should they also explore an alternative solution? There were compelling reasons to consider two-way radio communications as a replacement.

"We have had positive experiences using Motorola's two-way analog radio solutions. It has been the backbone of employee communications for many critical functions," said Herman Wong, Assistant Chief Engineer, Excelsior Hotel, *"since our radio user base is growing, we thought it would be a perfect opportunity to consolidate our communication platforms. Using two-way radio, we could offer two-way text messaging with voice communications and telemetry function all rolled up in a single device."*



About C.A. Sheimer (H.K.) Ltd

Established in 1982, C.A. Sheimer (H.K.) Ltd is a Motorola Authorized Distributor in Hong Kong. The company provides a full spectrum of services in radio communications, including system design, sales, installation, testing and delivery, regulatory application for licenses, as well as, after-sales maintenance and repair. Visit the company website at www.casheimer.com.hk



Solution: MOTOTRBO™ Digital Radio for Convergence of Voice, Text Messaging and Telemetry

Excelsior selected Motorola's distributor - C.A Sheimer to design and implement an integrated solution. CA Sheimer's plan included the migration of the hotel's existing analog radios to MOTOTRBO. It offers the best in two-way radio functionality with digital technology to deliver increased capacity and enhanced functionality for voice, data and telemetry.

In April 2010, CA Sheimer swung into action. After completing the telemetry programming, their engineers installed a unit of MOTOTRBO R8200 VHF digital repeater station to replace the hotel's Motorola GM950 analog repeater. They connected 15 units of MOTOTRBO XiR M8260 mobile transceivers to 75 BMS and fire alarm signals. About 50 units of MOTOTRBO XiR P8260 display portable radio were deployed to radio users from Security, Engineering, Front Office, Concierge and Banqueting departments. If a fire alarm is triggered, these mobile transceivers would send an automated 'telemetry message' to the dedicated portable radios.

"Our customer requirements dictated text messaging capability and a central desk-top console to coordinate and track communication activities," explained Alan Lai, Account Manager, C.A Sheimer, "we deployed TrboCARE, our fleet management system built for the MOTOTRBO platform to provide the radio log system they need."

Beyond Better Basics of Communications

In the past, hotel's employees could only receive text messages from the paging system. Using their MOTOTRBO radios, front desk personnel can utilize text messaging to confirm with housekeeping that a customer's room is ready. Or they can quickly send a message to maintenance when a guest calls to report an issue, such as a broken air conditioning unit in their room.

MOTOTRBO's Time-Division Multiple-Access (TDMA) digital technology provides twice the calling capacity on the same channel, enabling the hotel to cater more talk groups for a growing user base. The double capacity provides group call availability and avoids radio traffic congestion during peak periods such as the noon check-out time or busy banquet hours.

MOTOTRBO's digital noise cancellation delivers consistent radio audio quality in all 34 floors. Their users enjoy clearer voice communications and extended coverage throughout the hotel premises. During an emergency, MOTOTRBO ensures there are no missed calls or garbled messages. The hotel operator can readily contact a security guard, regardless if he is at the hotel lobby or on the highest guest floor.

Impressed with MOTOTRBO's performance, the hotel is considering switching their 150 cellular phone users to the portable radios. If it is implemented, they could save on monthly phone line subscription fees and traffic charges.

With MOTOTRBO, the Excelsior Hotel greatly improves workforce productivity and operational effectiveness, ensuring a high level of service standard for their guests.



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