MEET OUR CUSTOMER

Concept Hotels manages seven boutique hotels in New Mexico and California with another on the way. From within their hotels, they house pools, restaurants, gyms and conference spaces - meaning there are a lot of different touch points for their teams to measure and deliver on. They're driven by experience, and that commitment to delivering a great customer experience is evident in everything that they do. For years, they were trying to ensure the hotels were bright and welcoming and the rooms always up to standard — until they realized there was a more efficient way to do so, and better measure and ensure their commitment to excellence.

concept hotels

"We've seen many, many improvements. Every department is very strong right now because of IntouchCheck."
- Lindo Perez, Director of Operations

CONCEPT HOTELS

CHALLENGE

With seven hotels, there was a lot of manual work involved with no measurement or evaluation, and no way to follow up on issues. Any kind of manual work was inefficient and included too much paperwork. For example, room inspections required the housekeeping manager to inspect every room using a spreadsheet with all the required questions. They would then have to put their notes into the spreadsheet to record what they found that wasn't up to standard. This process was far too time consuming and inefficient.

SOLUTION

After implementing IntouchCheck, Concept Hotels was able to create checklists for all types of audits and inspections at their hotels. This allowed teams to easily follow up on open issues and create standard operating procedures (SOP) around them.

1. Director of Operations Audit: This audit is completed once a month at each hotel and covers all aspects of operations, with 20-100 questions per department (based on SOP). This includes housekeeping, front desk, sales and marketing, food & beverage and more.

2. Room Inspection: This audit is completed once a month at each hotel by the Director of Operations, who has to inspect 4-6 rooms at each property. The passing score is 90%.

3. Property Lights Audit: This audit is completed every evening at each hotel. The front desk clerk on duty has to walk the entire property to ensure that all lights are in working condition. The passing score is 100%.

4. General Manager Audit: This audit is not mandatory, but instead for general managers to use at their discretion in preparation for the monthly Director of Operations Audit. Eventually, this audit will need to be completed once or twice a month.

RESULTS

The ability to truly measure performance has been a game changer for Concept Hotels. One of the items on "Director of Operations Audit" measures if the housekeeping managers are inspecting rooms on a daily basis. With IntouchCheck this question is answered simply from looking at dashboards and scorecards in the software. If the results are consistent, then it's clear that the inspections are being completed. Before using a mobile forms software, they would have to open up all of the spreadsheets on a daily basis to see each hotel's result. This would take at least 20 minutes per hotel, and over 2 hours to complete. Now, the Director of Operations sees significant time savings as all the results are available within 7 or 8 minutes in IntouchCheck.

The reporting capabilities make life much easier for the teams at Concept Hotels. With quarterly presentations to corporate staff and owners, they're able to share scorecards from IntouchCheck to demonstrate where operations are excelling, and open the dialogue to discuss issues that occurred in a given time frame. These insights are also shared with investors who want to see more of what's going on behind the scenes.

The real magic happens when Concept evaluates their results. Being able to see their top issues and how each location ranks has allowed Concept to make more informed decisions. Because most of the items they measure through checklists are tied back to the SOP for each department, they have visibility into issues that require immediate attention. They can easily take action by increasing points for those questions as they know they have a higher importance. The ability to see how and when specific items have failed helps them determine where to prioritize efforts and prevent future failures altogether.