

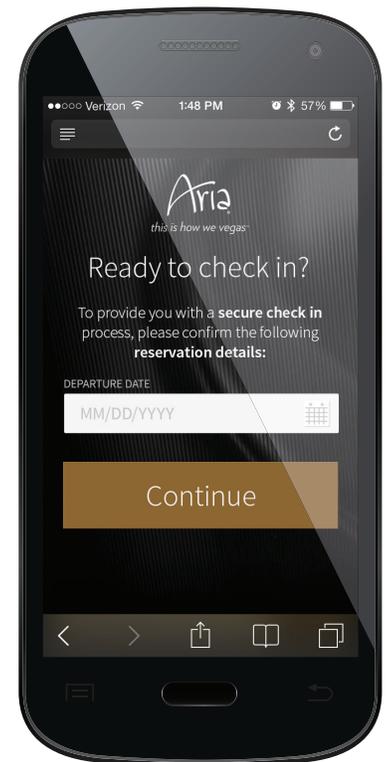


ARIA Las Vegas Slashes Check-in Wait Times with Mobile Option

StayNTouch Mobility Platform provides “choice of service” to guests for streamlined arrivals and departures.

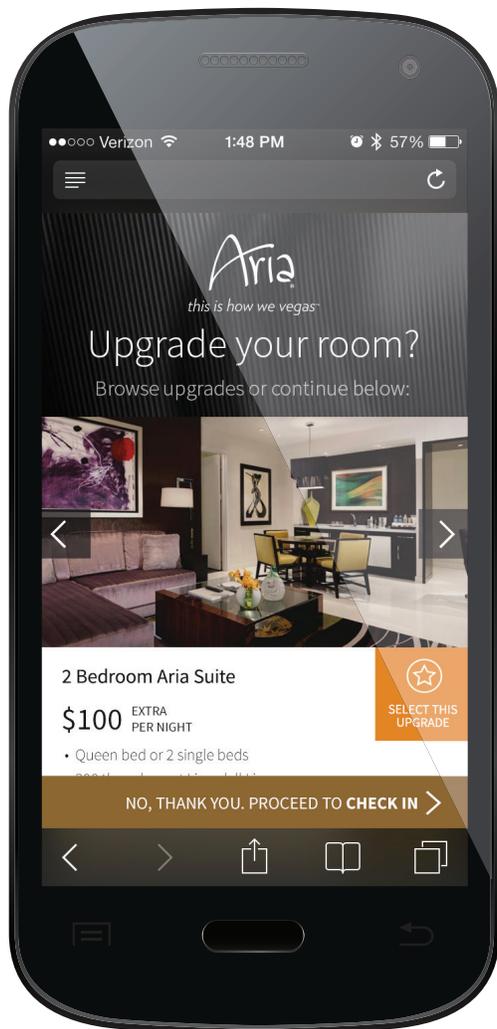
The check-in process has traditionally been a trouble spot for the lodging industry regardless of size or segment. This is true whether a guest is arriving at a small hotel or a large 4004-room resort like the ARIA Resort & Casino in Las Vegas. “Our goal was to speed up the arrival experience so our guests didn’t spend time standing in line instead of starting their stay with us immediately upon arrival,” admits Shannon McCallum Crawford, Executive Director of Hotel Operations, ARIA Las Vegas.

For four years, MGM Resorts International had been searching for a technology component to aid the arrival process. “At ARIA and many sister resorts with MGM Resorts International, there are up to eight different ways that guests can check out of the hotel, but only one way to check-in.”



Up to 30% of guests are opting into the ARIA mobile check-in process, equaling up to 700 mobile check-ins per day.

Aria has monetized the check-in process through visually rich upgrade offers within the mobile interface.



ARIA partnered with StayNTouch (www.stayntouch.com) to roll out its cloud-based mobility platform that offers guests a variety of check-in and checkout options via their smartphone. While the ultimate goal was to reduce lines, a secondary aim was to lessen the wait time if a guest did decide to check-in at the desk. “Instead of four to five minutes per check-in, we’ve been able to take that down to one to two minutes,” McCallum Crawford says.

The StayNTouch system emails guests to alert them that the hotel is ready for their arrival and allows them to check-in online. Guests are then directed to go to the mobile key window in the lobby upon arrival, to swipe a credit card, show an ID and get the room key. “This takes roughly 25% of the time of regular check-in,” Mc-Callum Crawford notes. In addition to the guest facing online mobile check-in, there is a secondary option where colleagues can check guests in anywhere in the resort via the StayNTouch Rover solution, a mobile/tablet extension of the hotel’s PMS.

ARIA is considering the addition of StayNTouch kiosks where guests could enjoy self-service arrival or departure and collect their keys away from the front desk. In this case, guests would get a QR code on their phone to be scanned at the kiosk to retrieve their room key. Finally, ARIA plans to offer their guests the StayNTouch Mobile Room Key, a service that turns the guest’s smartphone into the guestroom key. This adds another level of service for guests who want to bypass the lobby completely. On the day of departure, StayNTouch sends out a message to guests reminding them of the mobile checkout option and also offers the opportunity for ARIA to upsell a later checkout.

Unexpected efficiencies surprise and delight

A pleasant surprise was the benefits StayNTouch yielded on the housekeeping side. Managers carrying smartphones are able to update room status in the PMS on the floor rather than go back to an office. “The web portal allows managers to see real-time occupancy of rooms,” she describes. “They can update these on the fly so rooms can be released to the front desk quickly.”

Back-office efficiency streamlines service

Because StayNTouch integrates with ARIA’s property management system, both customer-facing and service issues are handled automatically. When a guest gets an alert for check-in, they fill out an anticipated arrival time, which triggers

the system to see if a vacant room is clean and available. If so, the system assigns the room and sends an alert to the guest with the room number and options for collecting the key. “We weren’t looking to create additional work for our team, and this automates processes on the back-end while making it seamless on the front-end for guests,” McCallum Crawford states.

Since rolling out the system in April of 2015, up to 30% of guests are opting into the ARIA mobile check-in process, equaling up to 700 mobile check-ins per day. Achieving its goal of improving the check-in experience, the lobby has seen shorter lines. “Within minutes of turning the system on, we had guests taking advantage of it,” McCallum Crawford recalls. “By tapping into travelers’ mobile mindset, we are giving guests the opportunity to fully control the travel experience by choosing their preferred method of arrival.”

Using StaynTouch’s Rover Housekeeping mobile interface, room status is updated faster, which translates to rooms being available to guests faster.

