



## Case Study

### Property Management Company

#### Overview

Building the infrastructure for wireless Internet capabilities is often the least of a Property Management Company's worries. But even with an IT department that was already service the technology needs of its 65 hotels, the IT Department Manager knew that one key element to the infrastructure is finding knowledgeable and friendly people to answer guests' technical questions around the clock.

Before they were willing to roll out the new wireless amenity to their hotels, they wanted to secure a cost-effective solution, but one that also preserved their focus on guest satisfaction. While they knew that outsourcing was the most efficient way of handling the 24/7/365 support needs of their guests, it was just as important to insure that the technical support had a "hospitality touch".

#### Strategy

The Property Management company began to research companies to outsource its Internet support. It eventually heard about GuestDirect<sup>SM</sup> from other hotel owners and did its own due diligence on the company. They quickly came to the conclusion that they had found the right mix of cost-effectiveness and technical support with a customer service attitude. The GuestDirect<sup>SM</sup> onshore call center provided better services at a lower cost, and proved to be more efficient than hiring several technology support agents to stand-by 24-hours a day.

"As soon as we started providing high-speed access, we partnered with GuestDirect<sup>SM</sup>," said the company's IT Department Manager. "It's easy for our customers to get a hold of someone who can actually help them. With some other services, it's difficult to get through the Tier 1 position to management, and it's nice to have someone they can contact directly at all hours."

#### Results

Since working with GuestDirect<sup>SM</sup> over six years ago, this Property Management Company has received consistently positive feedback from its guests about their wireless Internet service. Compliments about the technical support services include the "professionalism" and "effectiveness" of the agents.

The IT Department Manager adds, "The GuestDirect<sup>SM</sup> service is 24/7 and alleviates the front desk from any IT support issues with the guest. Those two things alone have yielded great guest satisfaction scores. GuestDirect<sup>SM</sup> currently supports all of our properties and is the first choice for our new developments."