



## Case Study

### PREMIER SUITES MANCHESTER

#### The Client

Based in central Manchester the client provides a home away from home. They have one and 2-bed apartments that have kitchens and laundry facilities. They have various receptionists and front of house staff that cover the hours from around 9am to 9pm 6 days a week and shorter hours on a Sunday. Outside of this they had a Duty Manager who comes to assist any guest having an issue and two in-house security officers on various days of the week.

## The Solution

To learn the building layout and build an instructions manual for any of our officers to be able to go out and help a guest collect keys and gain access to their room. As guests can get frustrated when they are struggling. This is where our security expertise comes in, to be able to diffuse a potentially difficult situation and provide reassurance that we are there to help. To provide that extra level of service we asked all our officers to ask if guests needed help with any luggage or any local information such as where to get breakfast in the morning. Once the guest is settled in their room we asked our officer to also help any other guests they noticed on the way out even if they were not struggling, just a simple, 'Good evening, would you like help with anything' can go a long way.

The very first thing was to provide two licensed officers as the client had no knowledge that this was an Industry requirement. Because the client was a hotel and the officers were required to be situated at the reception desk they would have to be in uniform, which was a blazer and tie. They would have a security role but would have to carry out concierge duties as directed by the client. This included checking-in guests, formatting and creating key cards, providing all information relating to their stay and providing help with luggage and amenities and doing all this in a friendly approachable manner. The guests would have to feel that we were part of the Premier Suites team.

To give the client a greater sense of relief we provided this service as a solution. Once the staff were ready to leave for the night they would send a handover email to our control room. They would then call the control room to confirm the email is received and address any issues that they felt were necessary. The out of hours phone they hold would be diverted to our control room until they return in the morning. Any calls received and help provided would be logged by the controller(s) and sent over email so that the client would be aware of any issues as soon as they arrive at work the next morning.

## The Challenge

# 01

### Key Holding and Response Service

All done by a Manager or Supervisor on a rota system. Meaning that any of these people were working during the day and then losing an evening relaxing or a night out because they might have to go and help a guest in the middle of the night.

# 02

### Security Officers

Not licensed by the SIA. They had been with the company for a while and were very complacent in their duties as there were no checks being made on them. They were unhelpful to guests and only intervened in any fire and security risks. They did not have replacements for when they were on leave or sick. They were not giving a front of house image to match that of the staff and the brand.

# 03

### Out of Hours Phone

As the reception was not operational for 24-hours a day an out of hours number is provided to all guests should they need assistance. This phone was held by the person on duty on any particular night. Again, this was infringing on personal time as even if there was no need to physically go and help someone help was required via the phone.



## The Results

The biggest result for us as a company that this client has been with us since 2011.

There is a very smooth transition every night from their day staff to our night staff and it has increased their productivity during the day. Their staff are very happy knowing that they will only be contacted during the night by our team in a real emergency.

The client now stands out from other ApartHotels in the central Manchester area and within its own group because of the level of customer service provided out of hours. The guests are leaving positive feedback and returning to use the hotel which is exactly what the client wants. The client now has a very professional and corporate look which mirrors their brand.

At every point we try to improve our service by asking what the client wants and our quarterly client visits show that we have gone from strength to strength in the service we have provided, we are now considered a part of their team.