

The background of the slide features a photograph of a modern hotel lobby. The space is bright and airy, with a central staircase having dark blue carpeting and light-colored stone steps. The lobby is furnished with wooden armchairs and sofas, and is decorated with several large potted plants. A balcony with a black metal railing is visible in the upper part of the image.

Communications Solutions for **HOSPITALITY**

“Delighting customers by mastering the concept and execution of an exceptionally good customer experience is a challenge. The customer-experience landscape is changing rapidly and knowing how to operate in it is becoming more and more of a strategic imperative. 70% of buying experiences are based on how the customer feels they are being treated.”

– McKinsey & Company

LEARN HOW

KENWOOD radios and systems can work for you:

An Integrated Hospitality Safety Strategy

Click on the pins for more informaton



Versatile, discreet and powerful enough to delivery crisp, clear voice communications even in dead spots like elevators and basements, two-way radios are used by hospitality properties with 100 to 1000 rooms.

Mastering Customer Service



Organizations that lead in customer service outperformed competitors on the S&P 500 index by nearly **80%** and their customers are **seven times** more likely to purchase from the company, **eight times** more likely to try additional products and services and **fifteen times** more likely to spread positive word of mouth.” – *Forrester Research*

Guests want to feel important, valued and respected. A friendly and helpful front desk staff is key. They are usually the first team members interact with when they arrive. Guests judge your hotel by the interactions they have with every employee. Each team member is crucial to a successful guest experience management strategy.

According to Microsoft’s 2018 Global State of Customer Service Survey, “customer service is quickly becoming the number one brand differentiator” and 95% of survey respondents indicated that customer service is the most important element to their choice of and loyalty to a brand. The hospitality business thrives – or not – on solid customer relations.

Front desk staff can use radios to quickly and directly connect with housekeeping, security, banquet services, maintenance, room service, restaurants and shuttle services to fulfill guest requests.



“Globally, when asked what attributes best describe the ideal hotel accommodation, results show that hotel service is a stronger driver than amenities, image or location.”

– *Hotel Business – 2019 Survey of Business Travelers*

 **70%** OF ALL PURCHASE DECISIONS ARE AFFECTED BY CUSTOMER SERVICE

McKinsey & Co.

Ensuring Guest and Staff Safety



"For many, a hotel functions as a home away from home. With that comes a hefty expectation for the most diligent safety and security measures. Technology plays an increasingly important role... but some guests still place more importance on the human touch." – *Conde Nast Traveler*

Safety and security are important to all guests in selecting a hotel, with women travelers facing unique safety risks. Radios are built for one-to-one or one-to-many communications, so a front desk employee can contact security on their private channel to help a guest or broadcast a message to several departments at once in a property-wide emergency. Reliable communications ensure that the right staff members can be reached instantly.

Radio communications is the ideal backbone to a robust emergency plan. Reliable communications assure staff can confidently help guests shelter in place or execute an evacuation. When a weather disaster leads to power disruption, interruption of telephone or cell phone service, radios provide vital communications among departments and can help hotel management coordinate with local public safety agencies.

"The hospitality industry is one of the most vulnerable industries to crises. Crises have become more frequent and complex than before... So, it is better to be prepared to mitigate and minimize the potential effects of the crisis, whether it is natural or man-made. There is no doubt that safety and security are two of the most important issues for guests."

– *Disaster Recovery Journal*

83% A graphic showing 83% of women reported having had concerns about their safety while on a business trip the previous year. It consists of a grid of 100 small human figures, with 83 of them colored blue to represent the percentage.

OF WOMEN REPORTED HAVING HAD CONCERNS ABOUT THEIR SAFETY WHILE ON A BUSINESS TRIP THE PREVIOUS YEAR

81% A graphic showing 81% of women said their travel frequency for business has been impacted by safety concerns. It consists of a grid of 100 small human figures, with 81 of them colored blue to represent the percentage.

OF WOMEN SAID THEIR TRAVEL FREQUENCY FOR BUSINESS HAS BEEN IMPACTED BY SAFETY CONCERNS

Global Business Travel Association (GBTA) and AIR Travel Survey

Empowering Staff



A true culture of hospitality starts with trusting and empowering employees to address inevitable guest complaints before guests get frustrated or upset. With two-way radios, front desk employees can directly contact the right team member to resolve a noise complaint, track down misplaced luggage, call maintenance for stuck escalators or deliver replacement keys and missing towels.

According to research from Bain & Co., unhappy guests are 4 times more likely to defect to a competitor when they have service-related problems. Customer service that exceeds expectations is the best insurance against lost business.

“You can have all the marble in the world and butler service, but if you have rude people that don’t take care of guest needs, you don’t have anything.”

– Anthony Melchiorri – Hotel Impossible

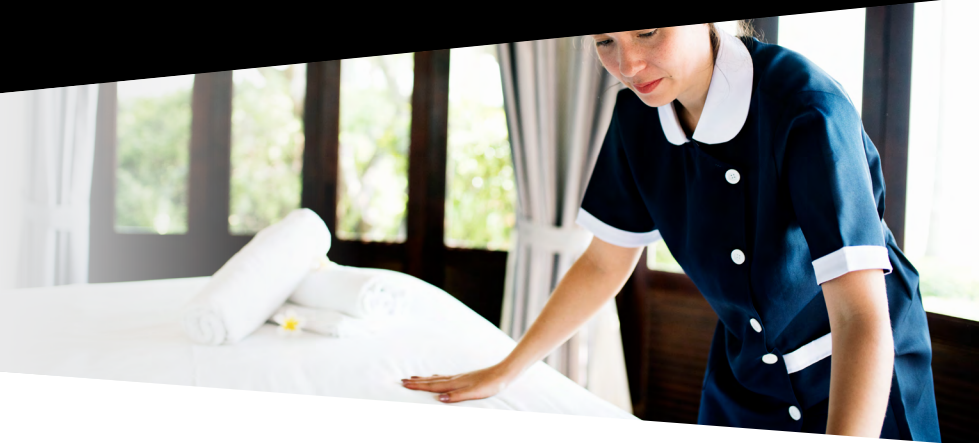
“Hotels that leverage the human factor – the welcome of a friendly check-in agent, the helpfulness of the concierge, the warm greeting and genuine interaction between guest and food and beverage staff – create more positive emotions, which subsequently lead to higher brand loyalty... hotel brands really need to think about the high-tech, high touch experience they are looking to provide.”

– Boston University School of Hospitality Administration

 **72%** OF SATISFIED CUSTOMERS WILL TELL **AT LEAST SIX** MORE PEOPLE ABOUT THE POSITIVE EXPERIENCE THEY HAD

 **13%** OF UNSATISFIED CUSTOMERS WILL SHARE THEIR NEGATIVE EXPERIENCE WITH **15 OR MORE** PEOPLE

Selecting Your Solutions



NEXEDGE® ***NXDN***®

Instantly connect every staff member from every department throughout your property for immediate response to guest concerns. Choose KENWOOD radios for the size of your property, number of employees and to access your choice of advanced features.



NX-5000



NX-3000



NX-3300K2



NX-5300K3



NX-3320K3



NX-P500



TK-3400UP



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JVCKENWOOD Corp. manufactures analog and digital two-way radios, including P25 compliant and NEXEDGE radios that use the NXDN protocol and are capable of DMR operation. KENWOOD ProTalk® radios offer an affordable digital and analog radios for on-site use. JVCKENWOOD USA provides radios and systems to major business and industrial markets and government, public safety, utilities, education and healthcare.