

LUXURY HOTEL CHAIN EMPOWERS STAFF TO WORK ON THE MOVE WITH BLACKBERRY UPGRADE

Industry:
Hospitality

Region:
EMEA

Company Size:
Large

Solution:
BlackBerry® smartphones
BlackBerry® Enterprise Service (BES)



Rocco Forte Hotels is a family of 11 highly individual hotels and resorts across EMEA with four new properties due to open soon. Each is as individual and characterful as the country and city which inspires its design.

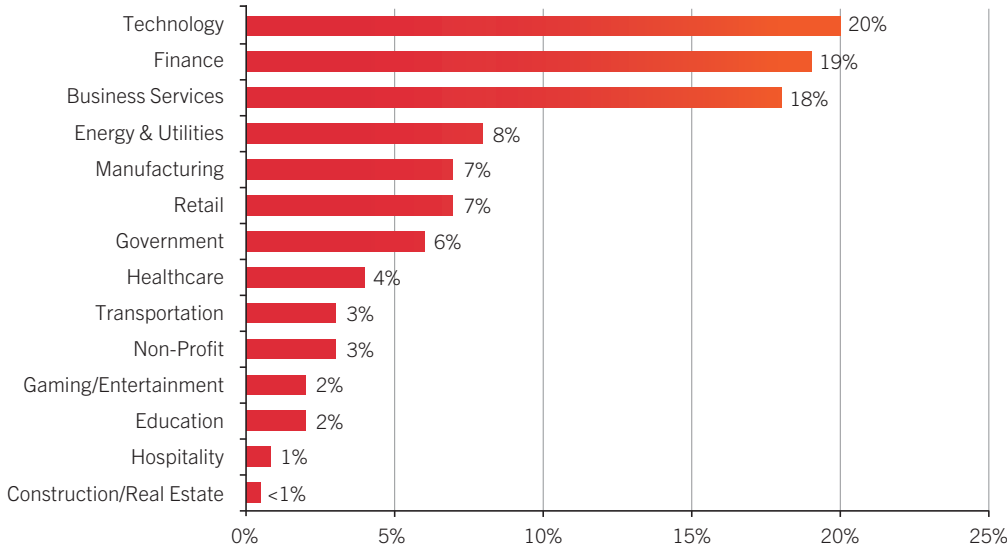
Each hotel features luxurious rooms, fine dining experiences, class-leading facilities and a dedication to providing the highest levels of service.

THE CHALLENGE

Rocco Forte Hotels is undergoing a period of large expansion. In the next three years the business has plans to add four new properties in the Middle East and North Africa to its existing 11 European hotels. In order to support this growth and maintain its famed high standards, Rocco Forte Hotels is constantly reviewing processes and identifying areas of improvement.



RATES OF SECURITY ATTACKS IN DIFFERENT INDUSTRIES



Source: Heavy Reading "Mitigating Security and Compliance Risks with EMM Whitepaper", May 2014.

One of the areas it identified was how mobile devices could help streamline processes within the hotels, while also helping workers required to travel for business. Rocco Forte Hotels had already deployed BlackBerry® smartphones running BlackBerry® Enterprise Service 5 to management staff, but saw the opportunity to expand its mobility deployment within the business to include staff working in the hotels themselves.

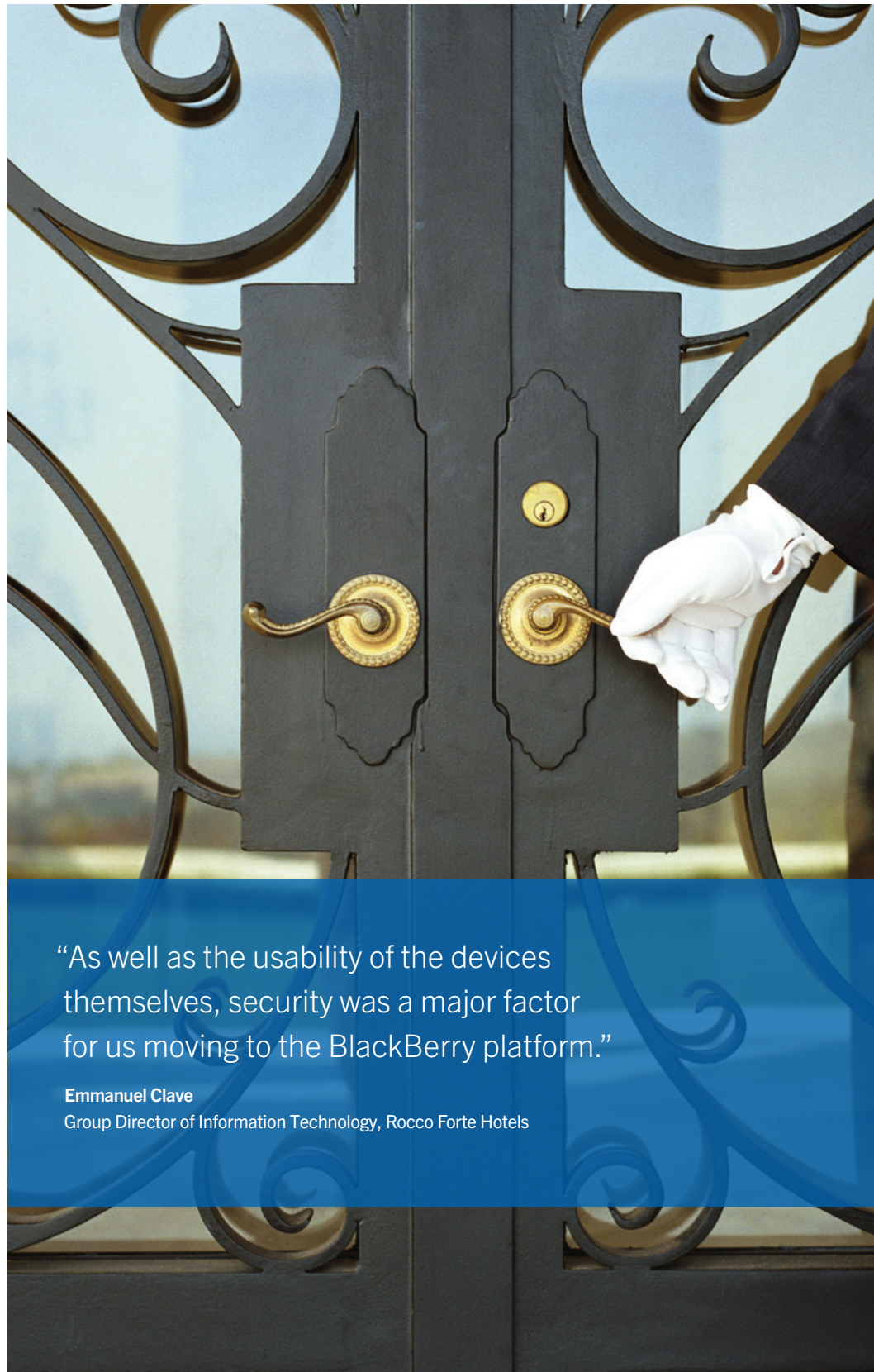
Integral to this plan was allowing staff such as managers, Food & Beverage employees and chamber maids to use tablet computers

and mobile devices to access specific business applications such as restaurant booking systems, point of sales and room information.

"The challenge we faced was finding a secure, reliable platform which would run our customized business applications and also work on iOS and Android devices," said Emmanuel Clave, Group Director of Information Technology at Rocco Forte Hotels. "I already have employees requesting BYOD so cross-platform integration was essential."

"This new platform is good for the business but it is also great for our customers who are able to receive an even higher standard of service as a result of improved business processes."

Emmanuel Clave
Group Director of Information Technology, Rocco Forte Hotels



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THE SOLUTION

After looking at various options Emmanuel spoke to BlackBerry® and began running tests on the latest BlackBerry smartphones and BlackBerry Enterprise Service (BES). During the process Rocco Forte Hotels worked closely with Novell, an infrastructure software provider, and BlackBerry to build its relevant applications onto the BlackBerry platform.

The early results were positive and soon Rocco Forte Hotels had rolled out 200 BlackBerry smartphones across the business, as well as 60 tablets. With the help of short training videos created by Rocco Forte Hotels and shared on the intranet, the staff took to their new BlackBerry smartphones very quickly.

“As well as the usability of the devices themselves, security was a major factor for us moving to the BlackBerry platform,” continued Emmanuel.

“As existing customers of BlackBerry we had always been impressed with the levels of corporate security it was able to provide, so I feel comfortable that our own and our customers’ data is safe.”

ROCCO FORTE HOTEL’S BENEFITS

The feedback received from Rocco Forte Hotel’s employees has been overwhelmingly positive. From global management right down to the chamber maids, enhanced access to mobile technology has improved the way they work.

Restaurant staff are now able to update booking forms in real-time over the phone using a tablet, instead of writing down customers’ bookings and entering them into a central computer. Meanwhile, room service can now send and receive orders on the move saving time and ensuring accuracy.

Across the board, staff have been able to work more effectively and improve time management with the new BlackBerry smartphones and iOS and Android™ devices. “By using BES to manage iOS and Android devices, we have been able to improve mobility throughout the entire business,” said Emmanuel. “This new platform is good for the business, but it is also great for our customers who are able to receive an even higher standard of service as a result of improved business processes.”

KEY BENEFITS

- Integration of business apps on iOS and Android devices.
- Enabling BYOD within the business.
- Democratization of mobility within the company.
- Greater efficiency enables better customer service.