

MOTOTRBO™ FOR HOSPITALITY

THE NEW MOTOTRBO INTELLIGENT RADIO BUILT TO ELEVATE GUEST EXPERIENCES



A man and a woman are seated at a table in a restaurant, dining together. The table is set with a white tablecloth, two glasses of champagne, and a centerpiece of flowers and lit candles. The background shows a sunset over a body of water.

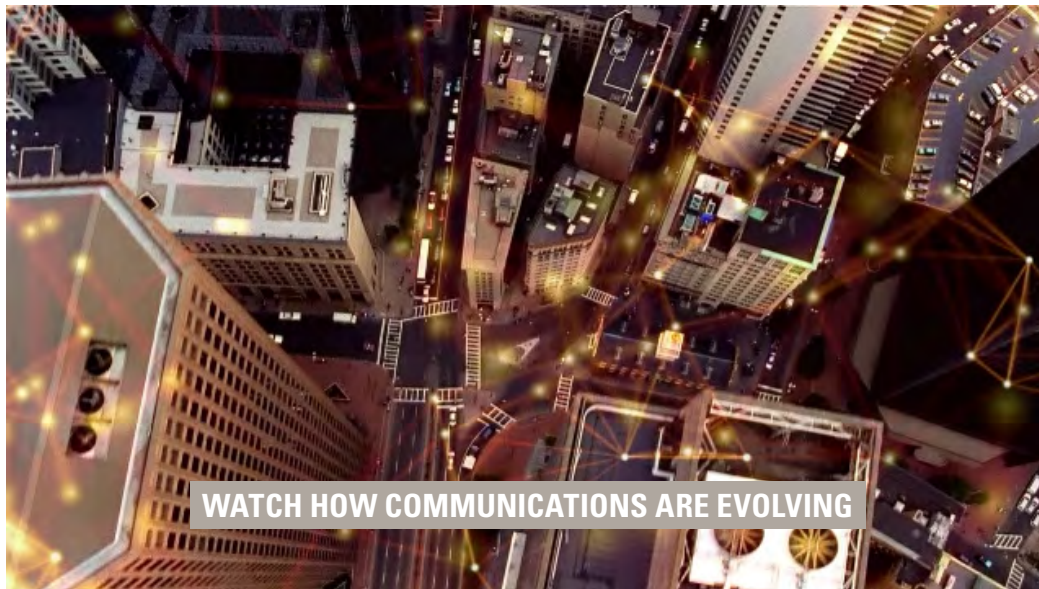
MOTOTRBO FOR HOSPITALITY

BUILT FOR EXCEPTIONAL GUEST SERVICE

This Communications Guide provides fresh insights into the hospitality industry and showcases how you can improve guest satisfaction, boost efficiency and reduce risk with the latest MOTOTRBO communication solutions.

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to jump to your area of interest and follow the navigation at the bottom of the pages.



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EFFICIENT OPERATIONS, DELIGHTED GUESTS



On the surface, it looks easy.

But only you know what it takes to deliver outstanding guest experiences, day-after-day.

Smiling, calm, helpful staff.

Guest services running smoothly from street to suite.

Guests relaxed, happy and posting five-star reviews on social media.

At the heart of everything is seamless, reliable, instantaneous communication, connecting the staff that work together to delight guests at every moment.

Motorola has always been a leader in the development of digital two-radio technology for the hospitality industry.

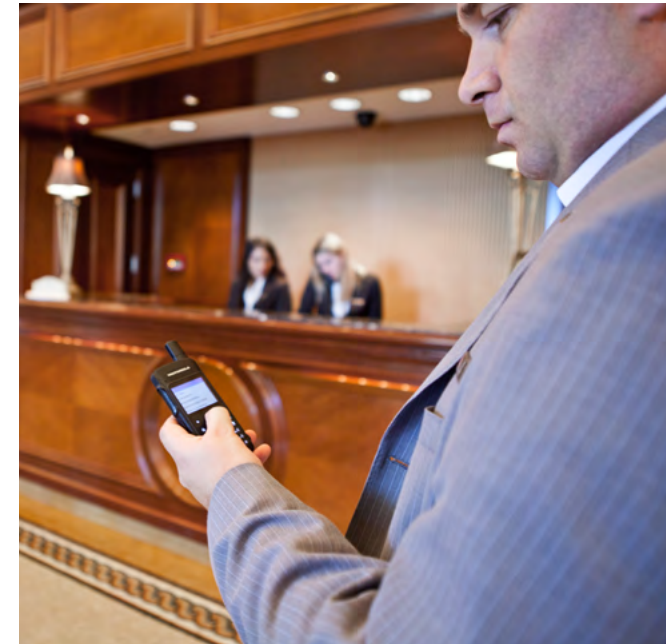
The new MOTOTRBO digital radios can deliver resilient voice and data communications to every floor, every building and every corner of the most ambitious hotel, resort or leisure park.

Staff are knowledgeable and responsive.

Work order changes are communicated clearly, in an instant.

Guest satisfaction scores soar.

Because excellent communication transforms guest experiences.



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GUEST SATISFACTION



There's no such thing as a routine day in hospitality.

It's a people business, and people – especially people on holiday, or travelling on business – go with their own unpredictable flows.

Your teams must be able to respond in the moment to guest requests.

A couple more towels.

A sauna cancelled, but a massage booked instead.

A last minute change to the program for a major event.

More serious incidents, such as disruptive weather or an accident on the premises, rely even more on dependable and clear communication links, to keep everyone safe and minimize the consequences.

MOTOTRBO solutions for hospitality draw upon our years of experience developing specialized technology for police and fire first responders.

And with WAVE™ Work Group Communications, push-to-talk (PTT) capabilities can be extended to users who don't carry two-way radios, via a smartphone app.

Event teams visiting the venue can have temporary connection to the on-site convention staff.

Contractors who bring their own devices can have PTT functionality.

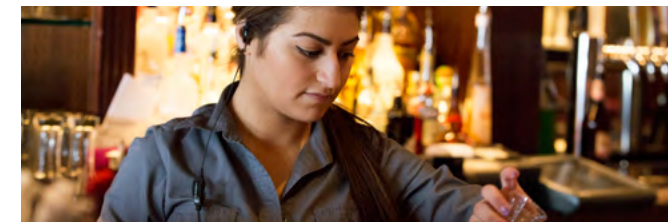
Guests can get great service from staff who have instant access to information, on the spot.

The new MOTOTRBO unifies teams and helps to send guest satisfaction scores soaring.



“Given equal pricing, guests are 3.9 times more likely to choose the hotel with the higher reviews.”

Phocuswright Research 2014



“It can be pretty tough to handle phone calls, but we don't have any issues with MOTOTRBO radios. We can hear very clearly. Every single person in our hotel is on a Motorola discreet headset. It is critical to have that noise-canceling capability for our guest experience.”

General Manager, Aloft® New Orleans Downtown



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EFFICIENCY



There is no time to lose when a guest makes a request.

Maintenance teams must respond rapidly if there's a problem in a room.

Housekeeping needs to know immediately if a room is being vacated earlier or later than planned.

At the same time, operating profits are absolutely dependent on efficient day-to-day running.

Every moment saved, every reduction in costs, contributes to the bottom line.

MOTOTRBO solutions for hospitality provide the communications infrastructure that unlocks efficiency in every area of the operation.

Last-minute changes to an event can be communicated instantly to food and beverage teams.

Concierge staff have immediate, direct access to guest service teams wherever they happen to be.

Processes can be automated with Work Order Ticket Management, reducing errors and streamlining operations from end to end.

Schedules can run smoothly.

Supplies and stocks can be maintained cost-effectively.

Guests get effortless, responsive service.

The dramatic enhancements to the MOTOTRBO digital radio portfolio further improve the real-time flow of information, ideas and decisions that drive efficiencies, improve collaboration and enrich guest experiences.



“Hotel executives agree – they say “driving more revenue” and “enhancing guest services” are their top two goals for investing in technology.”

Lodging Technology Study 2014,
Hospitality Technology

“Streamlining and aligning technology with the MOTOTRBO radios allow us to meet our business and operational needs. With the ease of just a push of the button, we improved response time and enhanced safety and security, which all benefits guests.”

Director of Information Technology at The Carlyle – A Rosewood Hotel, New York City





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PRODUCTIVITY

Finding committed, professional and intuitively guest-focused employees is a constant challenge.

So when you've got them, it's essential to give them the tools they need to work at their best through every shift.

Keeping everyone connected is a critical step to higher productivity, especially at large complexes.

If staff working away from the main property can access co-workers and information they need at the touch of a button, they can respond quicker and focus on keeping guests happy.

The new MOTOTRBO radios deliver the coverage and audio quality that help to ensure clear communication everywhere.

Convention center staff can orchestrate the complex teams they need to deliver successful events.

Staff in sports facilities can call for help instantly in the event of an accident.

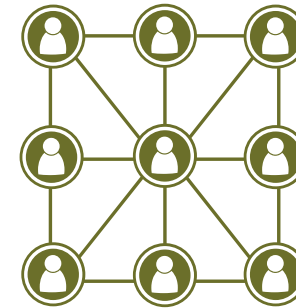
Drivers of shuttle buses or guest transfer limousines can be re-routed to avoid delays.

Guests and staff can be safer.

Events can unfold without disruption.

Profitability can be enhanced.

The new MOTOTRBO brings a whole new level of communication and collaboration capabilities, transforming productivity for hotels, resorts and leisure facilities everywhere.



“Staff members were constantly hearing the chatter from other locations.... With MOTOTRBO, we went from two channels to 9 channels and have significantly improved the clarity and range of communication.”

Association Manager for the Kingston Plantation Master Association,
Myrtle Beach, South Carolina

“From the revenue perspective, the global hotel industry is expected to reach \$550 billion US dollars in 2016.”



www.statista.com

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SAFETY AND SECURITY



Security teams depend on excellent communication under all circumstances. From a celebration that gets too rowdy, to a serious threat – such as an aggressive intruder or suspect package – instant, clear communication is essential for the safe resolution of the incident.

Accidents and injuries, affecting guests or staff, also need prompt, effective response.

On-site medical assistance teams have to know exactly where to find someone who needs help.

Security teams need to coordinate their responses to threats across large areas and into the more remote sections of large buildings.

Duty managers must be able to give first responders clear and precise information about any incident, directing them quickly to the right location.

We've applied our years of experience building specialized technology for police and fire first responders to the development of MOTOTRBO solutions for hotels, resorts and leisure facilities.

Communications systems can extend beyond the digital two-way radio network, ensuring everyone can communicate – even to smartphone users, via the optional WAVE™ Work Group Communications solution.

Guests and staff can feel safe.

Harm can be mitigated.

Risk can be controlled.

The dramatic enhancements to the MOTOTRBO portfolio deliver the audio quality, coverage, battery life and built-in intelligence that helps safety and security teams to protect people and property round the clock.



“A couple of minutes can make all the difference in the world to the guest waiting for someone to show up and fix the problem. With MOTOTRBO, the process is rolling within 30 seconds.”

Director of Engineering, JW Marriott San Antonio Hill Country Resort and Spa



“Hotels, museums and other public entities ... that invite the public in one fashion or another are always at higher risk... You have responsibility to provide a secure environment.”

www.hotelnewsnow.com, 2015

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ENHANCEMENTS

Intelligent radio for the smart, connected world.



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THE NEW MOTOTRBO AT WORK



Click on the pins

to find out more about MOTOTRBO in the workplace.





To see how the new MOTOTRBO can elevate your guest experience, visit www.motorolasolutions.com/MOTOTRBO or contact your local Motorola representative.

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