



Case Study



GRAND HYATT TAMPA BAY

“The Beach Butler system by LRS has tremendously improved our speed of service and frequency of orders.”

– Marc Vaccaro
Assistant F&B Director
Grand Hyatt Tampa Bay

INDUSTRY: Hospitality

PRODUCTS:

- Beach Butler Push-For-Service Paging System

CLIENT PROFILE



GRAND HYATT
Tampa Bay, Florida

A premier Tampa Bay hotel, Grand Hyatt Tampa Bay is a 35-acre AAA Four Diamond luxury hotel set along a wildlife preserve on the upper shores of the Bay. The Grand Hyatt Tampa Bay features 445 spacious rooms and offers a unique retreat for the business traveler and vacationer alike.

CHALLENGE

The Grand Hyatt in Tampa Bay offers service providing food and beverages to their guests lounging poolside. “We were looking for ways to improve our attention to customers while increasing sales” stated Marc Vaccaro, The Assistant Food & Beverage Director. Their old method of operation required guests to wait until a server made the rounds or guests could make the trek to the bar area to order. With servers making rounds, a fine line exists between providing great service and bothering guests trying to relax. For guests with children or those who have belongings with them, leaving their chair wasn’t an option resulting in lost sales.

SOLUTION

With a recommendation from another Hyatt property, the Grand Hyatt chose to implement the wireless Beach Butler push-for service system. The Beach Butler system allows guests to request service any time without having to leave their chair. All it takes is the push of a button.

Components:

- 72 - Beach Butler Transmitters
- 4 - Alphanumeric Pagers
- 2 – Signal Repeaters



Installation:

The installation of the Beach Butler system for the Grand Hyatt required approximately 4 hours. Units arrived from Long Rang Systems pre-numbered and programmed with the message servers would receive when the button is pressed. Units may be reprogrammed at any time with the optional Beach Butler programming software. A Beach Butler transmitter was strapped with special velcro bands to each chair in the pool area. Since the Beach Butler transmitters are 100% waterproof, they may be left outside, rain or shine. Two signal repeaters were also installed to boost the range of the Beach Butler transmitters to ensure messages would be received no matter where staff were on the property.

Operation:

The Beach Butler system is staff friendly and more importantly, guest friendly. It's simple for the guests who only have to press a button. It's simple for the servers who only have to read the message on their pager and go to the chair requesting service.

The Grand Hyatt also chose to utilize the re-page feature. When a guest presses the button, a server is paged. When the server responds to the message and servers chair, they swipe their pager over the Beach Butler to cancel the page. With the re-page feature, if a server does not respond within a preset time, a reminder page is sent. If the server is still unable to respond and clear the page, the page is escalated and sent to a manager or supervisor who can respond to the request ensuring the guest receives superior service every time.

RESULTS

The impact from implementing the Beach Butler push-for-service system has been nothing less than positive. "Our guests like it, they think it's a great amenity", says Vaccaro "and our staff have no complaints, which means it's a positive thing." The Beach Butler system was implemented to improve attention to poolside guests and capitalize on lost sales opportunities. Vaccaro confirms, "The Beach Butlers have improved tremendously with expediting our service and the frequency of our service, we would certainly recommend this system to others."

Business Benefits

- **Increase Drink and Beverage Sales**
- **Improve Speed of Service**
- **Improve Customer Service**
- **Provide On-Demand Poolside Service**

