



# IMPROVING COMMUNICATION AT A HISTORIC FIVE-STAR HOTEL

MOTOTRBO™ SL SERIES RADIOS MAKE THE GUEST EXPERIENCE FIRST CLASS



Located in the heart of London, the world-renowned Claridge's Hotel is famous for its five-star service and premier clientele that includes celebrities, dignitaries and the business elite. Named "Top UK Business Hotel 2009" and "Best UK Hotel for Rooms 2010" by Condé Nast Traveler, providing flawless service is paramount to this historic luxury property.

Guests expect extraordinary attentiveness, responsive security and absolute discretion from Claridge's staff. The challenge facing the hotel was how could it achieve instant, reliable and seamless communication and make it virtually invisible to guests?

## CUSTOMER PROFILE

### Company

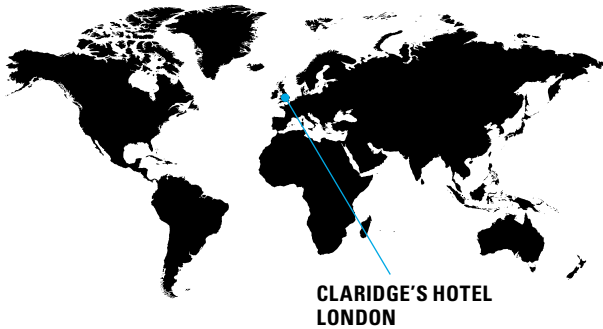
- Claridge's Hotel

### Industry

- Hospitality

### Key Features

- Five star luxury retreat in busy central London
- Majestic Art Deco building, first opened in 1854
- 203 rooms and suites; three restaurants, two bars, business center and health spa
- More than 300 staff members
- Frequented by celebrities, royalty, statesmen, socialites and business elite



### **DISCREET COMMUNICATION, FROM STREET TO SUITE**

Communication devices for a hotel this sophisticated had to be sleek, discreet and stylish, too. From the street to the penthouse suite, Claridge's sought a communication tool where function met style. It had to fulfill coverage and reliability requirements and fit neatly under their tailored, executive uniforms. The ideal device must be slim, light and easy to use, without bulkiness or obtrusiveness.

According to Russell Penton, Health and Security Officer, "The radio needs to be small so that it's not obvious to any of our guests that I'm wearing it. And because we do such long shifts – 12 hours plus – the more comfortable and lightweight the radio is, it's a benefit to us as an end user, definitely."

### **THE CHALLENGE**

#### **INSTANT, DISCREET AND RELIABLE COMMUNICATION, AROUND THE CLOCK**

Claridge's unique Art Deco architecture presented a unique set of challenges. "Our building is over 100 years old," explains Tony Matthews, Security Manager. "It's constructed of concrete, steel in between, and we had a lot of problems getting radio signals through."

With walls up to a meter thick, alternative technologies in the hotel such as phones and Wi-Fi can suffer from blackspots and poor reception leading to missed calls. Some areas, such as the kitchen and basement, had no coverage at all. Given the high-profile clientele and security needs of guests, communication throughout the property had to be reliable and uninterrupted. If someone needed assistance or an incident occurred, response had to be immediate.

**"This is a very iconic and discreet hotel. Operations should happen without anybody seeing them happening. It's vital that communication is always very smooth and subtle."**

Michael Bonsor  
Hotel Operations Manager, Claridge's



## **THE SOLUTION**

### **MOTOTRBO™ DIGITAL**

#### **TWO-WAY RADIOS DELIVER IT ALL**

When Cliff Davies, Director of Sales and Marketing at Audiolink Ltd., an authorized Motorola distributor, learned about Claridge's desire to improve communications, he recommended the MOTOTRBO™ system of two-way digital radios, repeaters, accessories, applications and services.

MOTOTRBO delivered all the benefits of digital, including instant, uninterrupted communication; increased capacity for talk groups in the hotel; excellent coverage, even in drop-out areas; integrated data applications designed for hospitality; and extended battery performance for long work shifts.

Claridge's Hotel Operations Manager Michael Bonsor underscores how important MOTOTRBO is to hotel operations. "A communications tool has to be quick, easy to use, and reliable," he says. "When there is an emergency in the hotel, when there is a fire alarm or security incident, we need to be able to rely on a communication tool. Sometimes the phones don't work or we don't have mobile phone reception, but the radios always work."

**"The SL Series radios are the biggest step forward that I've seen as a radio user. They're much more advanced in how light they are, very user friendly and the menus and the displays are very easy to use."**

Russell Penton  
Health and Security Officer, Claridge's



#### **SL SERIES: DISCREET WAS NEVER THIS SLEEK**

Understanding how important image and discretion are, Audiolink Ltd. suggested the MOTOTRBO SL Series digital two-way radios to Claridge's. Not only did they have an incredibly sleek shape and slim size that fit the staff's executive attire, the SL Series portables are so light, they are less than half the weight of a standard radio, yet so robust and reliable, they stand up to the longest shifts and most demanding tasks.

Effortless to carry, elegant in styling and easy to use, with Bluetooth® wireless and compact single-wire accessories that are covert and comfortable to wear, the SL Series has enhanced discreet communication and increased guest satisfaction at the famed London hotel.

When a guest steps out of a cab, the doorman can quickly and discreetly communicate the name of the guest to reception, so by the time that person is ready to check in, reception is already prepared with the guest's name. The extra minutes the radios provide help make the difference in the guest experience.

#### **MOTOTRBO SL SERIES DIGITAL RADIOS**

- The ultimate in discreet communication
- Ultra-thin and ultra-light; less than half the weight of a standard radio
- Intelligent Audio automatically adjusts radio volume to compensate for background noise so staff won't miss a call or disturb others
- Embedded Bluetooth® audio provides wireless voice communication with outstanding clarity
- Large, full-colour screen is easy to read at a glance
- Integrated applications designed for hospitality, from work order ticket management to covert mode
- Discreet, comfortable wireless accessories ideal for long shifts
- Extended battery life and robust performance

**THE BENEFITS**  
**IMPROVES THE WAY STAFF INTERACT**

From the front desk to the back office, Claridge's personnel are enthusiastic about the compactness, covertness and convenience of the SL Series.

"When we communicate with the luggage porters, often guests are standing in front of us. It's difficult to do in a subtle way, but the SL Series really helps, because it's very small and it's very convenient. It almost goes unnoticed," says receptionist Ruby Mountain. "We wear them on our uniform so it's nice to have it light and it makes the uniform look smart because you can't see the radio."

**SPEEDS UP SECURITY AND RESPONSE TIME**

"In the middle of an incident, my officers need to be able to contact each other instantly, and using the MOTOTRBO SL Series we do that fantastically well," says Security Manager Tony Matthews. "If they have to escort someone out, they need to be discreet. The cables need to be very comfortable so we can hide them behind our suits and be comfortable for the staff to wear."

Describing how critical the radio's speed and efficiency are for communicating between all departments, fellow officer Penton says, "There's no dialing of any numbers. It's push, click and talk, and you're assured that you're going to speak to who you need to speak to on the other end of the line."

**"Our definitive goal is to settle in a guest as swiftly and as comfortably as possible. We communicate with many different departments to make one simple step happen. The SL Series radio is one of the tools which helps us do it."**

Michael Bonsor  
Hotel Operations Manager, Claridge's

**ENHANCES THE GUEST EXPERIENCE**

With its sleek shape, uninterrupted coverage, crystal-clear audio, enhanced features and integrated data applications, the MOTOTRBO SL Series is ensuring Claridge's maintains its legacy of flawless service.

**ABOUT AUDIOLINK LTD.**  
A radio communications company based in London, Audiolink Ltd. has enjoyed a historic 35-year partnership with Motorola, providing comprehensive solutions in two-way technology, from the latest products and services to on-site support.

For more information on how the MOTOTRBO SL Series can help your business, visit [motorolasolutions.com/slseries](http://motorolasolutions.com/slseries) or find your closest Motorola representative or authorised Partner at [www.motorola.com/Business/XU-EN/Contact\\_Us](http://www.motorola.com/Business/XU-EN/Contact_Us)

**MOTOTRBO**  
DIGITAL  
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