



THE RITZ-CARLTON

CLEVELAND



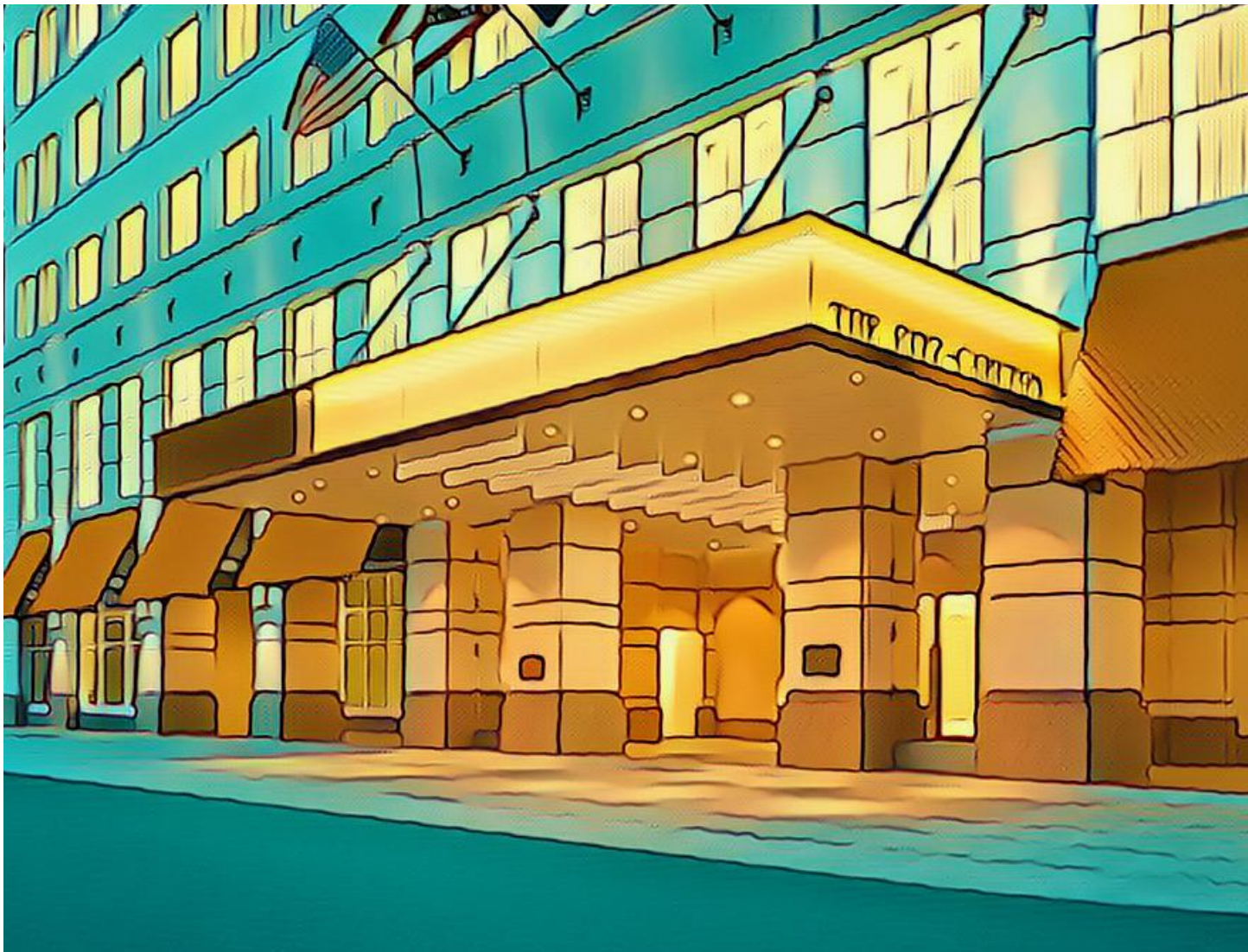
optii



With Optii Solutions, Guest
and Staff Satisfaction Soars at
the Ritz-Carlton Cleveland

The Challenge

The Ritz-Carlton Cleveland is an iconic property located in the heart of the city. This luxury hotel offers 206 guest rooms with modern amenities. However, The Ritz-Carlton Cleveland sought to improve productivity of their housekeeping team and manage their hotel operations in real-time. Prior to Optii, the property used to operate on a paper board system that left confusion as to what rooms needed to be turned over and how long it was taking per room to be cleaned. This led to wasted time and a lack of productivity, and accountability. The Ritz-Carlton decided to adopt Optii's advanced housekeeping technology to improve their hotel operations.



The Results

Adopting Optii Housekeeping Solutions to The Ritz-Carlton Cleveland has led to measurable changes, optimizing hotel operations.

60% → 80%

Improvement In Cleanliness Score

#42 → #10

Improvement Guest Satisfaction ranking within Ritz-Carlton portfolio

12 → 18

Rooms Cleaned Per Housekeeper Per Day

0

Guest Queues

\$1,000's

Saved By Avoiding Comps

100's

Hours saved in turnaround time



Implementing Optii

Optii's philosophy of letting the advanced technology and complexity work in the background, while focusing on a simple, intuitive, and role-relevant user experience made adoption easy at the Ritz-Carlton Cleveland.

Senior Rooms Operations Manager, Jason Zarzosa, remarked,

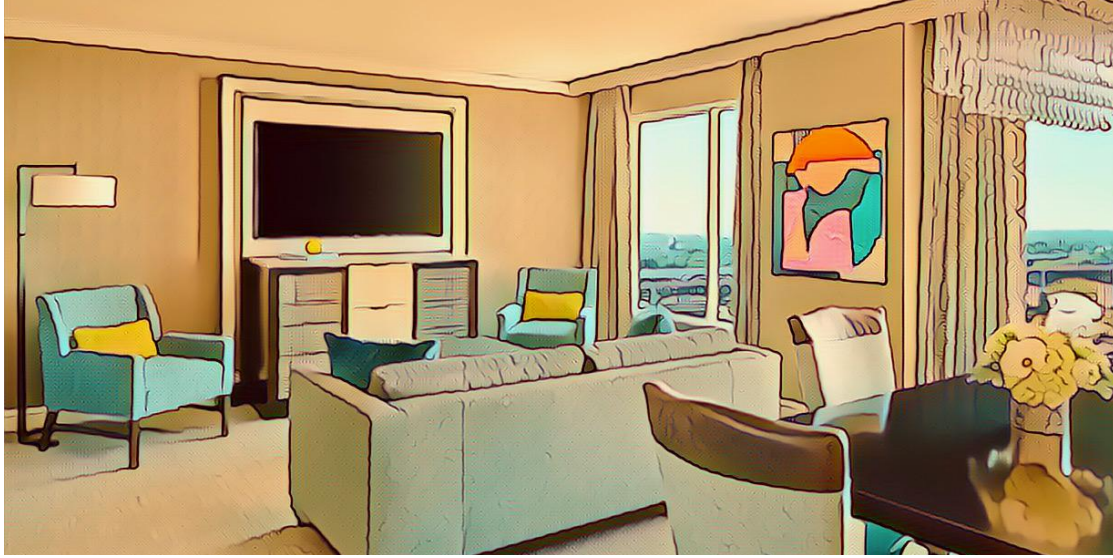
"The ladies and gentlemen at Optii walked me through it and It was so simple to use. The interface was easy, the information that you put into the system was super easy, and what Optii delivered was exactly what we wanted. Our housekeepers picked it up in a matter of minutes."

Optii is a user-friendly, data-driven platform that allows hoteliers to optimize their hotel operations. At the Ritz-Carlton Cleveland, the implementation was a smooth process.

Mr. Zarzosa said, "I personally loved being able to set it up, configure it, and even modify it to this day if we have time adjustments. Just being able to do that with such an easy interface makes my life so much better."



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Optii vs. The Alternatives

The Ritz-Carlton Cleveland used to operate on a paper board system, which presented staff with a lot of challenges such as a lack of productivity or accountability when it came to room turnovers. With Optii, they were able to centralize operations to improve team performance as well as track inspection trails to be more cost effective.

Mr. Zarzosa said, "Prior to Optii we used to be on a paper board system. Because I had to check in rooms at the time, I couldn't make sure that my housekeepers turned in a completed board. This led to a lack of accountability and increased guest complaints that their rooms weren't cleaned. With Optii, we now require a picture of proof of D&Ds and the guest compensation has decreased because housekeepers know that they need to submit pictures."

Moreover, prior to implementing Optii, Jason's experience with an older legacy hotel operations system didn't allow him the flexibility of manipulating how their staff tackles tasks. When he adopted Optii at The Ritz-Carlton Cleveland into his hotel operations, he noticed a tangible improvement in turnovers and staff productivity.

Mr. Zarzosa commented, "There were a lot of limitations with older legacy hotel operations, especially for Marriott Brands. We could only show one room at a time and our staff couldn't manipulate how they worked and we couldn't track what room they were in. There wasn't an option to make it more efficient or have the fastest turnaround. So it was challenging when we needed to modify tasks or prioritize. With Optii, if I prioritize a room and then a housekeeper prioritizes one after, it's gonna be behind mine regardless."

Managing The Operation In Real Time, And On The Go

With Optii, The Ritz-Carlton Cleveland experienced that they were able to manage the housekeeping operation in real-time, with Optii's intuitive timeline view. Here, the managers have a birds-eye view of room status, staff location and progress, and the ability to make any changes needed with ease.

"With Optii, if the front desk gets a call from a guest that wants a housekeeping service, they can put that note directly into Optii to update the housekeeper's route. They can also prioritize the room so the housekeeper knows exactly who needs the service. And it helps me because when I'm with my general manager and he asks, 'hey who cleaned this room', I can pull out my phone to give them the information in real time. It just makes things a lot easier."

Using Optii has also been a tremendous help in managing staff performance, and accountability. "With the use of Optii, we've been able to track staff and know their whereabouts in order to stay on track of their performance," **said Mr. Zarzosa.**



The Ritz-Carlton Cleveland was also seeking to improve communications between staff, as well as allocating tasks. By utilizing Optii, they were able to communicate more efficiently within the team by allowing the Ritz-Carlton Cleveland staff to leave detailed notes and have real-time performance conversations. This has improved the dynamic across the entire operations department. **Mr. Zarzosa remarked**, “We had so much friction between housekeepers and inspectors. Once we switched over to Optii, being able to detail the problems in the notes made it much easier for staff to communicate.”

Having real-time visibility on the housekeeping operation, room status, and ability to make changes allows a room controller to manage guest check-in and ensure that a room is always ready for the next guest.

Mr. Zarzosa Said, “Whenever we have really high turnover days, the Rooms Controller is the one that’s managing which guest has to wait and which guests can be put into rooms. Being able to have Optii, she can block people in rooms to have a quicker turnaround.”

Moreover, this real-time visibility has allowed management to prioritize their own tasks while managing their team remotely. Mr. Zarzosa mentioned how his personal time management has been more efficient.

*“I’d be there from about six o’clock in the morning till nine o’clock eight o’clock at night. I would have to just sit there and wait by the door for that housekeeper to come down knowing I might have to wait for another two hours before I can leave. It’s not like that anymore. **With Optii, I can monitor it from wherever I am.**”*



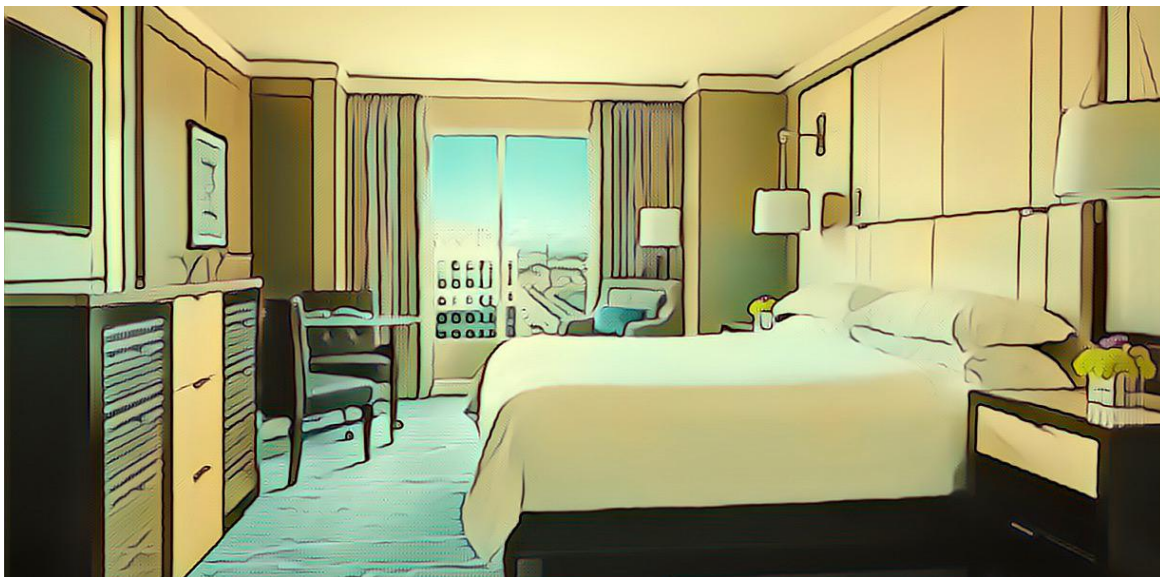
WITH OPTII, THE
RITZ-CARLTON
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NEW INSIGHT INTO
THEIR OPERATION,
WITH A FOCUS ON
CLEANING TIMES.

*“Optii led
to better
productivity”*

Mr. Zarzosa Said, “Prior to Optii, we were running at about 45 minutes per room, whether it was a stay over or check out. Using Optii, we began doing what most hotels do: more time for a checkout and less time for a stay over. We used Optii to segue into this, and achieve the overall reduction in cleaning time. If we had not used Optii, the housekeepers would not have liked it due to them thinking it would take longer. But having them go through the Optii training, seeing the benefits, made them more accepting of other changes. Adopting Optii also led to better productivity because now our housekeepers are cleaning about 16 to 18 rooms a day as opposed to the past where it was capped at about 12 to no more than 14 rooms a day.”

Staff Impact

Optii has made a big difference in the daily lives of the Ritz-Carlton Cleveland team. The management team is able to track the staff without micromanaging and the staff is able to have more independence in their daily tasks while being held accountable. This new structure has helped the Ritz-Carlton Cleveland team communicate better and manage their time more productively.



Mr. Zarzosa Elaborates, "Our staff really likes being able to see the vacancies at the beginning of the day, how many rooms they have, or if a room has a late check out. Everything is already in Optii because we're putting the notes in and any information that we need to give them throughout the day in reference to their room. They have it without us having to track them down. That's the kind of the glue that keeps the housekeeping operation running because it creates less conflict and misunderstandings. It's all there so they can manage their time effectively."

At the Ritz-Carlton Cleveland, the housekeeping staff have become accustomed to using Optii in their day to day. It's become second nature to them when turning over rooms, moreover, it's helped staff stay accountable for their tasks.



"Our housekeepers are so ingrained in using Optii now. If they don't know what room they are cleaning or if it pops off of their board, they will actually call me and be like, 'hey, can you put it on my back on my device?'. They know that they're being held accountable," **said Mr. Zarzosa.**

The biggest change that the Ritz-Carlton Cleveland saw was the interactions amongst their team. With Optii, all communication became streamlined. **Mr. Zarzosa remarked,** "The collaboration amongst staff has changed dramatically. Because it's all done through Optii now they're not being chased down by the inspector or housemen. It's all in there and it makes the front desk feel happy because now they know what the housekeeper knows, even if she doesn't speak English. The notes are there."

Guest Satisfaction

Optii has had a significant impact on guest experience and guest satisfaction. Prior to using Optii, the property had a cleanliness score in the mid 60's. In the first year of using Optii that score climbed to meet the goal of 78%. Now, the scores hovers in the high 80's.

Optii's productivity improvements has helped the property almost entirely eliminate guest queues to the point where 'timeliness of check-in' isn't even measured anymore. These impacts on guest satisfaction and reviews has helped the property move from being in the 30's out of 42 Ritz-Carlton properties to now being number 10 in the company.

Mr. Zarzosa accounted, "Once we rolled out Optii, we saw increases in the first year. We met our goal of 78.9% for cleanliness. Prior to Optii, we were sitting at 68%. Now we are number 10 out of 42 Ritz Carlton's and sitting in the high 80s."



*"Make your life easier.
You have so many other
things to worry about.
Just transition to Optii."*