

TOURISM TRANSFORMED

A byte-sized guide to innovation



A Tale of Technology & Teamwork

**PARKROYAL
COLLECTION**
PICKERING, SINGAPORE

PARKROYAL COLLECTION Pickering, Singapore is an eco-friendly garden concept hotel located near the central business district and Chinatown. It houses 367 rooms and six meeting rooms that are inspired by nature.

Challenges

The hotel's room turnover was not operating at optimal efficiency, with only 14 rooms prepared per shift, causing delays in room readiness and affecting revenue potential.



Solution

PARKROYAL COLLECTION Pickering implemented Stayplease, a business management software that centralises operations like guest requests, housekeeping and maintenance. The platform automates room assignments for two cleaning teams. Team 1 handles tasks like linen stripping and dusting, while Team 2 receives real-time updates and proceeds with final cleaning.

The software also provides real-time updates based on room prioritisation (e.g. nearest room, time of arrival and VIPs), which allows housekeepers to prioritise tasks efficiently. This streamlined workflow reduces bottlenecks and accelerates room turnover.

In all, the system successfully addressed previous inefficiencies by providing clear task delineation and facilitating real-time communication between teams.



Difficulties

Time and effort are needed to integrate, customise and tailor the settings to fit the hotel's specific needs. Ensuring seamless coordination between teams was challenging; some staff also initially resisted the changes. To address these issues, the hotel established clear protocols and communication channels to facilitate efficient task handoffs between teams. Training staff was important for familiarisation of the new process and garnering buy-in. Regular staff feedback was sought to fine-tune procedures and address any emerging issues. Qualitative measurements were also introduced to maintain high cleaning standards.

Successes Seen



Productivity Gains

The new system enabled the hotel to prepare 20 rooms per shift, a 30% increase in productivity. This accelerated room readiness and allowed for a higher room turnover rate.



Revenue Growth

Faster room turnover translated into more rooms available for immediate or last minute bookings for day use, boosting the hotel's revenue.



Enhanced Guest Experience

Guest satisfaction improved as waiting times for ready rooms were significantly reduced.

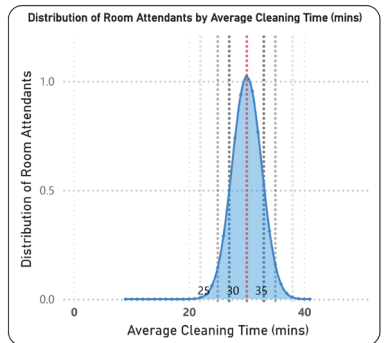


Increased Staff Satisfaction

The clearly defined roles between the two teams led to a more efficient workflow, reducing stress and physical strain. Additionally, reduced outsourcing resulted in cost savings, which enabled the hotel to effect a 35% wage increase for room attendants.

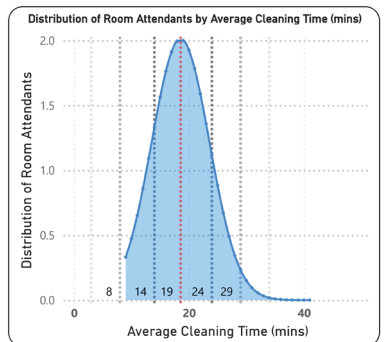
BEFORE

Mean Cleaning Time (mins)	Estimated Cleaning Time Range (mins)
30	27.00 33.00



AFTER

Mean Cleaning Time (mins)	Estimated Cleaning Time Range (mins)
19	14.00 24.00



Insights from the Hotel

Clear communication, feedback and continuous improvement are crucial for successful system implementation. Technology, when integrated thoughtfully, transforms processes and enhances both efficiency and guest experience.

Our progressive strategies centre on people, processes and technology. By automating routine tasks, optimising workflows and supporting team development, we can increase efficiency and enhance guest satisfaction. Technology isn't just a tool; it's a catalyst for transformation and excellence."

Kung Teong Wah
General Manager, PARKROYAL COLLECTION Pickering

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