



Facilitating the Road to Recovery with HotSOS

Case Study: Copthorne Kings Singapore

Located away from the hustle and bustle of the city center, Copthorne King's hotel is a 4-star Singapore Clean hotel that prides itself on delivering an impeccable hospitality experience, along with eminent cleanliness and hygiene standards. The hotel boasts 311 contemporary guestrooms, premium meeting and event space, restaurants, and high-end recreational facilities.

“ HotSOS has helped us maximize efficiency to ensure cleaning standards are met ”

Teong Wah KUNG
Cluster General Manager, M Hotel
Singapore and Copthorne King's
Hotel Singapore.



The Challenge

The Covid-19 pandemic is an unprecedented time for hospitality, presenting a multitude of operational challenges for the hotel. Leadership had to quickly adapt and define a new normal for efficiently conducting business.

The hotel's staff were not happy having to cover extra work during periods with reduced manpower, with the housekeeping department particularly impacted due to more than a 50% staff departure. The team also faced extremely difficult customers as they faced new challenges, from complaints about restrictions to recreation bookings and breakfast limitations, to changes to in-room amenities needs and guest room behaviors.

Additionally, the hotel's traditional customer base – weddings, couples, MICE guest, and F&B patrons – were not be able to accept the safe distancing measures implemented by the local authority. The hotel had therefore had to adjust from a city business model to resort business with guests that had different behaviors and expectations.

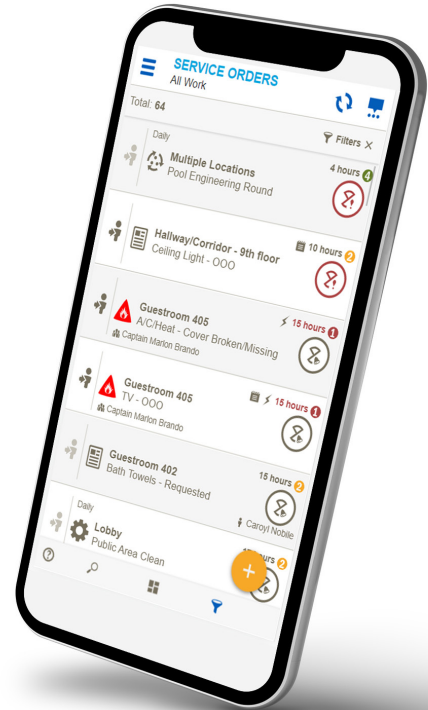


The Mission

To successfully evolve the operational business model to adapt to the new realities as efficiently as possible over a 12-month period.

The Solution

- _ Implement and record an official Singapore Clean audit through the solution.
- _ Ensure contactless rapid response solutions are executed with the help of the HotSOS features and functionality.
- _ Integrate HotSOS with the Room Control Unit and hotel chatbot to allow the staff do their job efficiently and remove friction from manual processes that can go easily wrong.
- _ Identify, track, and report on the top 3 items requested by PSHN (Persons on Stay-Home Notice) guests to minimize contact with PSHN and the frequencies of entering Amber Zone.



The Results

- _ The overall hotel FTE (full time equivalent) ratio rose by 10%.
- _ Reduced the number of steps needed to execute checklists and work by leveraging the solution.
- _ Reduced major operational pain points, including the prioritization of room cleaning schedules.
- _ Improved overall team productivity.

[Learn more](#) about how HotSOS supports hoteliers manage cleanliness, maintenance, inspections, and other daily tasks with efficiency.

Find out more

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