

# Hotel Okura Amsterdam

Hotel Okura Amsterdam has achieved a remarkable 31% improvement in response times by seamlessly integrating Amadeus HotSOS and HotSOS Housekeeping solutions into their operations.

*“HotSOS is integral to the seamless operation of our business, and it has become indispensable in maintaining our high service level.”*

Jorine Heutink  
Executive Housekeeper



# The Solution

- \_ Embrace a holistic workforce optimization strategy that integrates automated technology to allocate resources adequately ensuring operational excellence remains uncompromised.

Hotel Okura Amsterdam has successfully digitized operations, utilizing Amadeus HotSOS & HotSOS Housekeeping solutions for their Housekeeping team's 'self-checking room attendants' program. This addresses labor challenges and ensures consistent luxury service standards.

With a proven 20-year industry standard, HotSOS solutions empower and instill pride in Hotel Okura Amsterdam's team to support:

- Upholding LQA standards
- Multilingual communication and collaboration to prevent disruptions
- Optimizing asset lifespan through proactive preventative maintenance scheduling
- Identifying training needs
- Comprehensive performance reporting and guest trends analysis

Leveraging HotSOS & HotSOS Housekeeping, the property optimizes operations through data-driven decisions, automation, and efficient work prioritization to work smarter, not harder.

*“On the current labour market there are many challenges, therefore we started a program with self-checking Room Attendants with the assistance of HotSOS. The cooperation between Housekeeping and Engineering has improved, because we can easily detect issues in our rooms. We integrated pictures, follow-up, and remarks all in one system.”*

Jorine Heutink  
Executive Housekeeper



# The Customer

Located along the Amstel Canal, Hotel Okura Amsterdam, a Leading Hotels of the World (LHW) member, offers serene escapes with city views. This prestigious 5-Star superior hotel combines opulence and tranquility, exemplifying its commitment to unparalleled guest experiences. With an extensive array of high-end amenities, including world-class Michelin star dining, the hotel stands as a beacon of luxury in the heart of the city. Boasting 300 rooms and suites, Hotel Okura Amsterdam seamlessly integrates world-class service and guest satisfaction into its essence, setting a standard for exceptional hospitality.

# The Challenge

– **Balancing team support to enhance efficiency while upholding the highest 'Leading Quality Assurance' standards.**

As a long-standing partner, Hotel Okura Amsterdam initially adopted HotSOS to empower their Engineering and Housekeeping teams. As part of their ongoing collaboration and evolving requirements, HotSOS was configured to provide their property with the necessary technological foundation to:

- Empower teams and foster cross department collaboration and communication
- Reduce check-in wait times by expediting room readiness and improving quality
- Get real time status and operational control of room inventory
- Maximize staffing and workflow efficiencies to deliver memorable guest experiences

“With the new Look & Feel, HotSOS is even more user friendly. For all our departments in the Hotel, either large or small, it’s an excellent way of communication and a great way to have support in Housekeeping”

Jorine Heutink  
Executive Housekeeper



# Strategy #1

## \_ Foster team leadership for comprehensive quality assurance

Hotel Okura Amsterdam cultivated cross-departmental synergy by connecting Housekeeping, Engineering, Front Office, Porters, Security, and Room Service. This integrated approach streamlined communication and tracking, enabling prioritized maintenance of LQA standards.

Through Amadeus HotSOS solutions their team achieved:

- **Enhanced Guest satisfaction:** Teams improved service response times, minimizing lost working hours due to communication and manual errors. This optimization redirected valuable time towards guest interactions
- **Efficient Workload Management:** Teams easily balanced workloads, efficiently handling backlogs while promptly addressing both proactive and reactive tasks. This approach enhanced overall daily work efficiency
- **Empowered Teams:** Housekeeping room attendants took charge of task lists, fostering pride and self-checking skills, which in turn contributed to enhanced room quality
- **Enhanced Retention:** Team members feeling valued, fostering loyalty and opening avenues for career progression through promotions

*“Based on audits and standards of The Leading Hotels of the World, we can see which areas need more improvement and where we are exceeding. It shows where we need to invest more time and effort in. HotSOS allows us to be efficient and improve our standards.”*

Jorine Heutink  
Executive Housekeeper

**31%**  
improvement  
in response times\*

\*Comparison in March 2022 with 2023

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# Strategy #2

## \_ Monitor trends and automate tasks

Utilizing HotSOS reports and data, Hotel Okura Amsterdam proactively resolves issues, revealing emerging trends and addressing recurring matters, optimizing turnaround times - whether they pertain to guest experiences or internal operations.

By adapting workflows to enhance guest needs, ensuring compliance with LHW audits, and identifying training opportunities, this strategy enhances both property maintenance and the overall guest experience. Moreover, it provides a comprehensive departmental overview, guiding task allocation, room progress, and daily operations for seamless property maintenance and elevated guest satisfaction.

*“HotSOS provides us with valuable reports which I use very often. I consult the guest requests from the previous day to see trends and what guests might ask for. Also look at open issues to discuss with Engineering.”*

Jorine Heutink  
Executive Housekeeper

**58%**

increase in  
total number of  
service orders  
created\*

\* Q1 comparison in 2022 with 2023

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A scenic view of a canal in Amsterdam. In the foreground, a small boat with a person is on the water. A stone bridge with multiple arches spans the canal. In the background, there are traditional Dutch buildings with many windows and bicycles parked along the canal banks. The scene is bright and sunny.

## Discover how you can transform your hotel operations with Amadeus HotSOS Solutions.

Learn more about how Hotel Okura Amsterdam has set new industry benchmarks with this engaging video featuring Jorine Heutink, Executive Housekeeper - [Watch Now!](#)

*“With the combination of HotSOS & HotSOS Housekeeping, and technology, we empower and support teams. As it allows all the systems to be centralized, which enables the management to do their job.”*

Jorine Heutink  
Executive Housekeeper

# THANK YOU

