

# Pinehurst Modernizes Guest Check-In Experiences And Staff Effectiveness

A WORKFLOW MANAGEMENT SOLUTION FROM AGILYSYS TRANSFORMS RESORT HOUSEKEEPING EFFICIENCY

## Executive Summary

Ed Nickelson serves as the Director of Information Technology at the more-than-century-old Pinehurst Resort and Country Club. Pinehurst is where the American golf story began in 1895, and where it continues to flourish today. It's this same rich history that draws both new and loyal guests from around the world. The team at Pinehurst set an aggressive goal and today the resort is improving the guest check-in experience and staff productivity using Agilysys Service for mobile workflow management.

Over a four-week period, **more than 1,000 guests** received automated notifications that streamlined check-ins.

Pinehurst anticipates it will **save \$60,000** in operational labor efficiency and expects the savings will continue to grow.

“Our previously fragmented guest check-in process consumed valuable time. With Agilysys Service, the best part is that the guest knows their room is ready often before the front desk realizes.”

Ed Nickelson, Director of Information Technology

## Challenges

High occupancy rates and guest expectations were quickly outpacing the process Pinehurst used to prepare for guest arrivals. They knew they needed to improve the guest check-in experience. Guests arrived and their rooms were not ready. The room assignment method involved a manual, telephone and radio relay system that was initiated by the front desk only after the guest arrived at check-in. Multiple communication points ensued: the front desk called the Housekeeping Expeditor, who then called the Inspector, who tracked down the individual Guest Room Attendant with a request to prioritize the waiting guest's room. Multiply this by the number of waiting guests at any point in time, and the 40 to 50 housekeeping crew members working on any given day, and it became clear that the team at Pinehurst had to find a solution to their challenge.

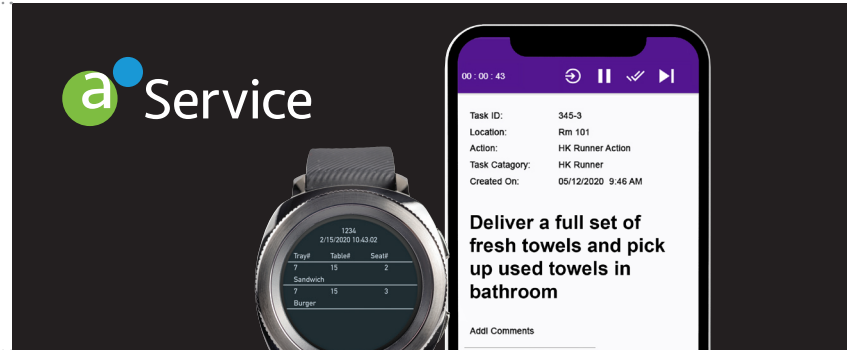


## The Solution

Pinehurst set out to find a digital solution that would solve for the high volume of guest notifications and remove the potential for human error. Using Agilysys Service – a hospitality workflow management solution from Agilysys, the front desk staff now assigns rooms as “ANCI” (Arrived – Not Checked In). This signals to Guest Room Attendant’s tablet what guest rooms to prioritize. With Agilysys Service, rooms are turned over quickly and staff move effortlessly throughout their day. Once a room is marked as inspected, the software solution automatically sends the guest an SMS that their room is ready.

“The Agilysys team has gone above and beyond to invest in our long-term success. We enjoy having them as our partner.

Ed Nickelson, Director of Information Technology



## The Results

Pinehurst proactively informs guests when their rooms are ready, often before the front desk is made aware. Over a four-week period, more than 1,000 guest notifications were sent, expediting guest service with seamless check-in experiences.

In addition to saving guests from having to wait for their rooms, Pinehurst estimates that it is saving \$60,000 in operational labor costs and expects the savings to increase as the resort’s new workflow processes continue to smooth out.

## About

A three-time U.S. Open Site. A three-time winner of Travel + Leisure Golf Magazine’s Best Golf Resort in America award. The home of the famed No. 2 golf course. Around the world, Pinehurst is where the American golf story is rooted, and where it continues to flourish. Most know of its modern history – with stories like the Payne Stewart putt that won the 1999 U.S. Open. But locked with its archives are thousands of moments that define each generation for the past 100 years. We are America’s first golf resort, but also a world-class tennis, spa, meetings, special events and family destination.

## ABOUT AGILYSYS

Agilysys is well known for its long heritage of hospitality-focused technology innovation. The Company delivers modular and integrated software solutions and expertise to businesses seeking to maximize Return on Experience (ROE) through hospitality encounters that are both personal and profitable. Over time, customers achieve High Return Hospitality by consistently delighting guests, retaining staff and growing margins. Customers around the world include: branded and independent hotels; multi-amenity resort properties; casinos; property, hotel and resort management companies; cruise lines; corporate dining providers; higher education campus dining providers; food service management companies; hospitals; lifestyle communities; senior living facilities; stadiums; and theme parks. The Agilysys Hospitality Cloud™ combines core operational systems for property management (PMS), point-of-sale (POS) and Inventory and Procurement (I&P) with Experience Enhancers™ that meaningfully improve interactions for guests and for employees across dimensions such as digital access, mobile convenience, self-service control, personal choice, payment options, service coverage and real-time insights to improve decisions. Core solutions and Experience Enhancers are selectively combined in Hospitality Solution Studios™ tailored to specific hospitality settings and business needs.

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