

The Peabody Orlando, Four-Star, Four Diamond Service 'Gold Key to Success

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Anticipating guest needs is the hallmark of Peabody's impressive service reputation

When it comes to service as a differentiator in the packed Orlando hospitality market, The Peabody Orlando, with 891 rooms and a gaggle of duck emissaries, knows how to be the best. Since 1986, this popular business and leisure destination has turned individual guest services into an art form, anticipating everything from travel preferences like private planes and limousines to hypo-allergenic linen requests and specialized food requirements. The innovative service even extends to the hotel's daily entertainment, offering kid-friendly options like morning and evening red-carpet marches by The Peabody Ducks, world-famous for their twice-daily 'march,' and story-time with Duck Master, David Robinson.

'Our goal is to deliver the ultimate in services so guests take a strong recommendation back home, and visit us often,' said Peabody guest service manager, Hameed Jasat. 'We fulfill many individual guest and group requests, from creating a romantic tented sanctuary with rose petals and champagne, to recommending local dining preferences and exotic transportation services that make a Peabody visit a sought after-experience.' Speed and accuracy of service are the keys that make The Peabody Orlando the leader in their market, Jasat explained, but even more important is the staff's ability to identify and provide the specific details that help to make a stay at the Peabody special.

Personal concierges for business traveler families

The property's Mobil Travel Guide Four Star, and AAA Four-Diamond ratings and service also extends to corporate groups. The Peabody frequently assigns a personal concierge dedicated to assisting incoming groups and family members who frequently accompany them. When the property recently hosted a large pharmaceutical group, the Peabody's personal concierge researched the interests of family members and created a children's lollipop activity at the pool and offered poolside movies and popcorn in the evening.

Guest service software prints professional itineraries

One of the most important tools used by The Peabody Orlando to deliver its award-winning guest services is a specialized concierge software system. Shunning old-fashioned ring binders that take time to use and often contain outdated information, the Peabody invested in The Concierge Assistant(R) system from Gold Key Solutions, a comprehensive, integrated solution that it installed on desktops throughout the hotel to standardize its service. 'The Concierge Assistant (CA) is a comprehensive software system we rely on,' Jasat said. 'It enables us to instantly display current information on local attractions, stores, dining options, events, airlines, transportation companies - everything. Plus, we can print personalized, professional itineraries and maps with phone numbers and activity schedules that have the Peabody's logo and the concierge's signature.' One of The Concierge Assistant's greatest benefits, Jasat noted, is its ability to quickly link to Open Table for dining reservations. 'With hundreds of dining options to choose from in Orlando, access to off-site restaurant availability and reservation booking is important to serving guests, and it is instantaneous using CA. The system prints out driving directions, reservation times and contact information on the spot. Our busy guests always value this because it saves them time.'

According to Jasat, The Peabody Orlando's team of 55 guest services staff maintain their market leading position by never saying 'no' to guests. 'We vigorously anticipate their needs and strive to exceed expectations,' he said. 'Additionally, we use The Concierge Assistant to track the requests of each of our guests as well as arrivals of all VIP guests. The duck master calls each one before they arrive to either welcome them as first-time guests, or to welcome them back and offer to meet any needs once they are here. All preferences and requests are recorded in CA and acted upon once they are on the property.' It's just one way, Jasat notes, that the Peabody continues to rise to the superior level it's 'quacked' up to be.

The Peabody Orlando is a property of Peabody Hotels within the portfolio of Peabody Hotel Group, Memphis, Tennessee.

About The Peabody Orlando

The Peabody Orlando is a custom-built, landmark hotel, catering to the meetings and conventions industry nationwide. The hotel is a masterpiece of contemporary design and luxurious décor and furnishings. Since opening its doors in 1986, The Peabody Orlando has established itself as the area's multi award-winning convention hotel of choice for the nation's professional meeting planners. It's trademarked Peabody Service Excellence(TM) guarantees consistent, hotel-wide, first class service. As one of only two Mobil Travel Guide Four-Star, AAA Four Diamond hotels in the entire city, the luxury accommodations match world-class lodging with a convenient setting.

About Gold Key Solutions

Gold Key Solutions' The Concierge Assistant improves guest services and staff communication by creating orderliness and accuracy throughout the entire concierge process for hotels of all types. The Windows-based software application increases staff efficiency and reduces expenses by automating all guest services activities and reporting, allowing managers to put in place a standard of excellence that may be continually refined. The Concierge Assistant is used by over 350 full-service Ritz-Carlton, Marriott, Hyatt, Starwood, St. Regis, Four Seasons and other quality properties. The Concierge Assistant is also employed by many residential living properties and by personal assistant and professional concierge companies to optimize services to each client.

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