

Northern Nevada's Largest Casino Hotel Places its Bets on Guest Service

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Reno's 1720-room Silver Legacy Resort Casino goes paperless at Concierge desk

Located just below Lake Tahoe, Reno, Nevada beats the odds when it comes to natural beauty. And the city's 38-story Silver Legacy Resort Casino helps guests drink in every bit of the area's splendor. Whether journeying by car, crossing the snow capped Sierra Nevada Mountains, or flying into Reno over Yosemite, guests are always impressed by the property and its spectacular setting. Gaming may be the top draw for most guests, but Silver Legacy's concierge staff also books plenty of trips to the nearby recreational areas for skiers, hikers, snow mobilers, horseback riders and extreme sports enthusiasts.

'Our goal at Silver Legacy is to provide each guest with a personal touch - which can be a challenge with over 1,700 rooms to serve,' said Anne Osaer, Silver Legacy Resort Casino's concierge services manager. 'We streamlined our operation with a leading-edge concierge software system to provide the maximum level of service to our high volume of guests.'

Working from a large executive-style desk at the center of the lobby, Silver Legacy's concierge staff is clearly accessible to every guest who needs assistance. 'The Concierge Assistant system lets us run a paperless operation to serve guests more quickly. We can answer guests' questions with a mouse click, not by paging through a binder of outdated information,' said Osaer. She further explained that the system helps her staff work more efficiently by creating custom itineraries with directions and URL links on all of Reno's popular local attractions. 'We run a high-energy department that serves hundreds of guests a day, this makes it essential that we leverage technology to provide a wide range of services.'

The concierge team assists guests with reservations at the property's nine dining rooms and bars and keeps a detailed roster of transportation companies, ski areas and their hours of operation, as well as information on every eatery in the Eastern Sierras. 'We maintain a comprehensive list of all our local restaurants,' Osaer said. 'And a member of our staff has eaten at every one of them to check on food and service. We created a color-coded rating system in our Concierge Assistant system that enables us to search for restaurants by cuisine, location and quality to quickly offer recommendations we can trust.' The system helps with unique requests as well. 'This is Nevada, so we are often asked to locate wedding chapels, hire ministers and provide wedding attire on short notice,' said Osaer. 'I and another member of our concierge team are also Notary Publics and are frequently asked to participate in real estate closings and act as legal witnesses. It is all part of a day's work.'

Silver Legacy keeps profiles of many guests in its Concierge Assistant system to provide highly personalized service. By tracking past recreational activities, transportation preferences, restaurants and other interests, the concierge team can anticipate guest requests even prior to check in. 'We maintain histories on many guests and data security is a key reason why we implemented The Concierge Assistant system,' Osaer said. 'We insisted on a technology platform we control at the property. We did not want to rely on the Internet or a third-party hosting service.'

Silver Legacy's concierge team has its work cut out for it providing services to several thousand guests. Since her team is in such high demand Ms. Osaer and her staff track every request, the action taken and the outcome. 'I graph our daily activities in our concierge system to forecast my future staffing requirements. Then we are ready for the morning and afternoon rush that frequently comes on certain days of the week.' The staff works in shifts, and when one team leaves the desk, automatic reminders programmed into the concierge system alert the incoming staff to pending guest requests. 'The messaging module is essential to our operation. With it we never miss a beat when a guest calls or stops by to discuss their requests. We also use it to send reminders to ourselves about an upcoming event or guest request.'

Everything about Silver Legacy Resort Casino is extraordinary. It has three towers over 30 stories tall, 90,000 square feet of convention and meeting space, 85,000 square feet of casino floor and an 8,000 square foot luxury health spa. In addition to its beautifully appointed interior gaming and shopping areas, Silver Legacy is connected by skywalks to Circus Circus to the north and to Eldorado Hotel Casino to the south in the heart of Downtown Reno, the 'Biggest Little City in The World.' All guest rooms provide commanding views of Reno and its surrounding high desert valley or the nearby majestic Sierras.

'Silver Legacy is without question the most exciting gaming resort in Northern Nevada,' said Osaer. 'Our entire concierge team seems to work non-stop for guests, but we love it. We would not be able to provide all the show tickets, skiing passes, restaurant reservations, wedding planning and other services without the help of great technology tools like The Concierge Assistant system.'

About The Silver Legacy

Silver Legacy Resort Casino is a 1,720-room historically-themed masterpiece in the heart of Downtown Reno. The resort casino boasts every amenity for a perfect getaway destination: elegant guest rooms and suites, top-name entertainment - in fact Silver Legacy was named the home of Reno's best entertainment in a Strictly Slots reader's poll - six fabulous restaurants and eateries, Catch A Rising Star Comedy Club, 85,000 square feet of thrilling gaming space with all of the newest games and 90,000 square feet of state-of-the-art convention space. Guests can also enjoy elegant boutique shopping, an award-winning health spa, the world's largest composite dome and mining rig and Rum Bullions Island Bar - Reno's only rum bar. Silver Legacy is connected by skywalks to the Eldorado Hotel Casino and Circus Circus Reno, providing guests with the largest center for gaming and entertainment in northern Nevada all within minutes of world-class skiing, golfing and more.

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 330 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.

Contact:

Gold Key Solutions

Newton Gore

Phone: (818) 865-0006

Email: newt@goldkeysolutions.com

www.goldkeysolutions.com

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