mAPPs WITH IMPACT:
FOUR NEW MOBILE APPLICATION PRODUCTS FROM VERTICAL SYSTEMS
HELP HOTELS IMPROVE PRODUCTIVITY & PROFITABILITY

Mobile applications (mAPPs) aimed at hotel guests are plentiful, but there are few if any mAPPs designed specifically to assist hotel owners and managers – until now.

Vertical Systems, Inc. (VSi) has launched four innovative mAPPs that help hotel staff conduct many ongoing routine operations faster and easier in real time, without paper reports, so properties can operate more productively and more profitably.

The four new proprietary software programs from VSi are:

- **v-Inspect** – to examine and score the quality of housekeeping work in a guestroom
- **v-Checklist** – to inspect public areas
- **v-Repair** – to identify and track needed repairs, with photo support
- **v-Departure** – to report the housekeeping and occupancy status of guestrooms scheduled for check-out

"Mobile applications have changed how guests book hotel rooms," explains Saeed Kazmi, President and CEO of VSi. "Now our mAPPs are about to dramatically change how owners and managers operate their hotels."

VSi's mAPPs package is a comprehensive five-part "turnkey" solution that includes user-friendly application-unique software; secure, cloud-based data management; real-time management reports; 24/7 remote monitoring; and a trained in-house customer support team – with each element customized for the needs and preferences of the specific property.

The benefits of these mAPPs packages to a hotel's workflow include:

- *Reduced labor costs and improved productivity* – because employees spend less time recording data and more time "doing"
- *Enhanced decision-making* – because information is processed in real time without delay, without transcription errors, and without cumbersome paperwork
- *Customized cloud-based reports* – because VSi, through its unique Rapid Application Development process, is the only manufacturer that can customize any inspection form or report template for any specific brand or property
- *No upfront investment* in capital equipment or software development – because a simple monthly fee for the reporting web portal plus applications makes using this technology more realistic and affordable, especially for smaller properties
- *Tools for both employee feedback and task tracking* – because managers can confirm and quantify what work was done, when, how, and by whom, with information tagged to photographs, if needed

- more –

- *Easy to implement* -- because so many people are already familiar and comfortable with smart devices
- *Dependable customer service* – because there is no substitute for the peace of mind that comes with 24/7 toll-free phone support and remote monitoring, with ongoing maintenance and warranty coverage, and with timely software upgrades

According to Kazmi, the typical hotel inspection is a four-step procedure: (1) compile the findings manually in writing on paper as you conduct the inspection; (2) enter the findings digitally into a data base, spreadsheet, or other electronic record; (3) generate a report, usually on paper, that can be distributed, analyzed, and eventually acted upon; and (4) provide feedback to team members about the inspections.

"The information must be entered twice, once manually and again digitally, which doubles the amount of work for employees," says Kazmi. "And because there is a delay between doing the inspection and generating the report, it can be days or even weeks before problems are identified and corrected."

By comparison, when mAPPs are installed on a smart phone, tablet, or mobile device, hotel staff can communicate and coordinate with each other in real time.

"The result is less paperwork and less delay – and that means more efficient employees, more satisfied guests, and a more profitable bottom line," adds Kazmi.

An example cited by Kazmi is the daily concern that often verges on panic for hotel staff of determining the status of checkouts – how many guests have actually checked out and when will those rooms be available for newly arriving guests?

"This information is essential so the housekeeping department can properly allocate its personnel and so the front desk can properly meet the expectations of inbound travelers, especially early arrivals," says Kazmi. "The right mobile application enables both housekeeping and the front desk to have an accurate guestroom inventory – instantly in real time."

Kazmi explains that with v-Departure software, a staff member knocks on the door of each guestroom on the checked out room list, confirms the occupancy status, then presses the appropriate APP button to upload the information to the cloud, where all interested departments can view it in real time.

Similarly, needed repairs in guestrooms and public areas are handled more easily with v-Repair. Staff members can simply send a request for repair, with a photo attached of the existing condition, to the proper department. Records are kept in the cloud, so they are convenient to retrieve and track – and staff can easily determine if items needed for the repair are in inventory or must be ordered.

"At hotels using mAPPs, paperwork is becoming a thing of the past," emphasizes Kazmi.

Founded in 2001 and based in California's Silicon Valley, Vertical Systems, Inc. (VSi) provides sophisticated technology solutions for both guests and hotel staff, including a wide range of automated business centers, mobile applications, Wi-Fi hotspots, kiosks, and in-room products.

For more information about VSi's mAPPs, send an email to sales@ver-sys.com or call toll-free to 855-874-1626.

For more information about VSi, visit the www.ver-sys.com website.

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