

High Hotels Finds a True Partner In World Cinema



Highlights

High Hotels

High Hotels is an award-winning hotel developer, owner and operator that currently operates 1,806 keys in New Jersey, New York and Pennsylvania. Brands in its portfolio include Hilton (Hampton by Hilton, Homewood Suites and Hilton Garden Inn) and Marriott (Courtyard by Marriott, SpringHill Suites by Marriott and TownePlace Suites by Marriott).

When deciding on an in-room entertainment provider, High Hotels looks for more than a vendor who provides cutting-edge technology. The operator wants a true partner, one with an unrelenting dedication to strong customer service and one that has proven to go above and beyond.

Business Objectives

1. Provide guests with an in-room entertainment experience that compares favorably to their experience at home.
2. Provide an in-room entertainment package that exceeds the minimum standards of individual brands.
3. Work with a supplier partner that provides best-in-class customer service.

The Results

1. High Hotels provides a top-notch, reliable in-room entertainment experience that earns strong reviews from guests.
2. High Hotels is able to deliver world-class in-room entertainment at a significant cost savings and allows hotel employees to focus on other vital components of operations.
3. High Hotels is supported by a supplier partner that quickly resolves issues when they arise.

“The Challenge: Finding More than Just a Service Provider”

“The Result: Satisfied Guests and Outstanding Operations”

1988

Established

15

Hotels

1,806

Keys



An Affiliate of High Real Estate Group LLC

The Challenges

It's one thing for a hotel to have the technology to offer guests the kind of in-room entertainment experience they demand. It's another to partner with a provider truly committed to making that technology work day in and day out and to going above and beyond the call of duty.

High Hotels has found that partner in World Cinema.

"They do extremely well on the customer service side of things," said David Aungst, vice president of operations at High Hotels. "We experience very, very few outages. When they occur, World Cinema troubleshoots and pins them down so they don't recur. When our guests turn on their TVs, they have to work. That's such a fundamental part of the guest experience."

But World Cinema's customer service extends well beyond simply reacting to onsite outages after they arise, Aungst notes. The company is a true strategic partner that has provided High Hotels with invaluable assistance in a number of ways.

To cite one example, Aungst describes an instance several years ago when one of High's properties was experiencing troubles with its TVs at the same time it needed to expand its HD channel offerings to meet the hotel brand's requirements.

World Cinema not only worked with the property to expand its HD offerings, but the supplier partner also went above and beyond to help High select the right TVs for the hotel.

"They were very detailed in helping us from a spec standpoint," Aungst said. "Our instinct was that we had to get a certain type of TV, but World Cinema showed us that we could still implement this great enhancement with less expensive TVs. They really helped us avoid overbuying."

"They did such a great job in getting us out of a bind while also being conscientious of our profitability needs," he added. "In the end, we ended up saving money, getting the right technology and services for our needs."

World Cinema has also helped High Hotels implement HD channel offerings that go well beyond what some of its brands require.

"Your customer has basically unlimited channel selection at home and to have something fall far short of their home experience is not a place that we want to be," Aungst said. "World Cinema has been an invaluable partner in helping us exceed these brand standards when we feel it's necessary. Guests are extremely loyal to their favorite channels, and they appreciate having a full complement of HD content."

The Result According to Aungst, the positive impacts of partnering with World Cinema are wide-ranging.

For starters, the outstanding and reliable in-room entertainment means High's properties aren't having to issue refunds to unhappy guests who experienced outages or other difficulties. By extension, angry travelers aren't leaving bad reviews on TripAdvisor that scare off potential future guests.

The financial benefits of these dynamics are hard to measure but Aungst has no doubt they are significant. "Having a stable entertainment platform is huge," he said. "We're a relatively small hotel company, and you can have a big ripple effect if you have an unstable platform that's not working correctly. I think that effect could easily reach into the thousands and thousands of dollars across the portfolio."



Furthermore, because the onsite staffs don't have to tend to problems with the in-room entertainment systems, they are free to work on other aspects of the guest experience.

"Our hotel managers are able to focus on the things that they should focus on, such as driving a great guest experience, managing onsite employees, and driving returns for us and our investors," Aungst said.

For Aungst, yet another example that World Cinema is the right match for High Hotels comes when it's time to renew service contracts.

"We competitively bid out our contracts every time they come up for renewal because we owe it to our ourselves to do that," Aungst said. "We keep World Cinema honest, and we still have selected them time and again. There's some proof in the pudding for that."

"Those other competitors haven't held up under the scrutiny from the service standpoint, and we do really value the relationship we have with World Cinema."

