



SINA Hospitality Selects World Cinema as Their In-Room Entertainment Provider to Generate Consistency

Highlights

SINA Hospitality

SINA Hospitality is an award-winning hotel development and management company. Founded in Richmond, Virginia, SINA is a privately owned company that currently owns 25 hotels across Virginia, Kentucky, Missouri and Tennessee. The majority of SINA's portfolio consists of Marriott, Hilton and IHG properties.

Executive Summary

Ravi Patel, CEO and co-founder of SINA Hospitality, engaged World Cinema in 2014 during the construction of its first Marriott hotel in Richmond, Virginia. His decision to select World Cinema was based on the innovative, future-proof product World Cinema provides at a preferred price. World Cinema now provides in-room guest entertainment to 10 SINA Hospitality properties.

The user-friendly features of WCI's set-top box with WorldVue® in addition to the company's attentive customer service enable SINA Hospitality to provide digital entertainment services that meet and exceed guest expectations. The revolutionary, one-stop-shop technology solves logistical challenges and inconsistencies of working with multiple technology providers.

Business Objectives

1. Alleviate inconsistencies experienced working with multiple technology providers.
2. Utilize one technology provider that can accommodate multiple properties across a broad geographic footprint.
3. Build partnership with a company that supports timely, outstanding customer service for SINA Hospitality's associates and guests alike.

The Results

1. WCI's LG 5500 Pro: Centric set-top box with WorldVue® meets and exceeds guests' expectations of in-room digital entertainment.
2. WCI accommodates the needs of each SINA Hospitality property across multiple locations.
3. A stable, long-term business partnership that provides exceptional customer service for SINA Hospitality employees and guests.

1997

Established

25

Hotels

2,243

Guest rooms



SINA HOSPITALITY



“World Cinema has shown to be one of the best partners SINA Hospitality has,” said Patel. “Whenever I have an issue at any of my properties, World Cinema is available to step in, help and resolve it.”

The Challenges

Other technology providers just weren't providing the quality of service and support SINA Hospitality needed for in-room entertainment services across its expanding hotel portfolio. As a result, SINA Hospitality was faced with sizable challenges when dealing with other providers' inconsistencies and customer service.

“With our geographic footprint and various brands, it is difficult to find one technology provider who can service everything,” said Patel. “With our previous providers, we would get in situations where upgrades to our networks and TV equipment would not be announced, the system would go down, and support would tell us there was nothing they could do. This led to guest complaints, which in turn resulted in a loss of revenue for our hotels.”

SINA Hospitality turned to WCI in hopes of striking the perfect balance between a company that offers cutting-edge entertainment services and top-notch customer service.

“World Cinema stood out for a number of reasons, but the main reason was the technology you get for the price. There are constant updates being made to the equipment that enhance the guest experience, and their devices are easy to use.”

The Solutions

With WCI's set-top box and WorldVue® platform, SINA Hospitality's guests are treated to a best-in-class in-room entertainment experience. The box allows guests to access the digital streaming apps in demand among today's consumers and to replicate their in-home entertainment experience.

“The feedback from our guests has all been positive,” Patel said. “They like the ability to pick from a wide selection of apps and watch their favorite TV shows or movies. The WorldVue® Mobile Remote feature has also been a big hit with our guests as they like the ability to control the TV from their device.”

On top of driving high levels of guest satisfaction, customer service is vitally important, too. WCI provides 24/7 support driven by a network operation center that monitors each system, often identifying service issues before the hotel is even aware of a problem. This enables WCI to remediate almost 90% of service issues remotely.



“My experience has been wonderful with World Cinema,” said Patel. “There is rarely any outages or lag time on the screen, which is also something our guests appreciate. The World Cinema team is always available to answer any and all questions. They are honest and if they don't know the answer, they are willing to research it.”

WCI has been innovative with solutions and responsive to customer-service inquiries, and that has made all the difference in this partnership for SINA Hospitality.

WCI has also worked diligently with SINA Hospitality to provide assistance that is business-friendly to SINA Hospitality and its growing portfolio.

“When it comes to the construction side, World Cinema is flexible on their scheduling and understand that delays happen,” said Patel. “While most other vendors would charge for delays that are out of our hands, World Cinema doesn't. That speaks volumes to the kind of company they are.”



Contact us

wciv.com | sales@wciv.com | 713.266.2686

Additional information

sinahospitality.com