

Derby Hotels.

Video surveillance as a customer satisfaction service.



Organization:
Derby Hotels

Location:
Barcelona and Madrid,
Spain; London, UK

Application:
Control over
maintenance activities

Mission

Maintaining high levels of customer satisfaction means ensuring that every hotel runs like clockwork and that everything is kept under control at all times, as well as going the extra mile when incidents or problems occur in any hotel. For this reason, the board of directors at the Derby Hotels Collection began searching for a system that would allow them to ensure precise control over the maintenance and repair activities that take place in the service areas.

Even though these areas are not visible to customers, they are still the true backbone of the hotel because they provide the hotel's basic services: electricity, air conditioning, water, storage of materials and tools, etc., enjoyed in all rooms and public areas.

Solution

The Derby Hotels Collection management sought a video surveillance system which would allow the hotels to:

- > Maintain a control system over each hotel's administration system.
- > Maintain control over maintenance and repair activities that take place in the service areas (sometimes developed by external service companies).
- > Help to prevent materials and tools disappearing from the hotel.
- > Carry out the above tasks whilst safeguarding the privacy of the guests.

Manel Martínez, systems department manager of Derby Hotels Collection, integrated a video surveillance system into the service areas, using AXIS 207W Network Cameras.

"Customer satisfaction is our top priority at the Derby Hotels Collection chain. We have implemented an innovative tool which allows us to be more attentive towards our customers, which is always going to be a great advantage."

Manel Martínez Cuerda, Systems Department Manager, Derby Hotels Collection.

A pilot experiment was first conducted at the Derby Hotel of Barcelona. After its initial success, similar installations were put into practice in all the other hotels of the chain. Obviously, and to ensure customer privacy, cameras are never to be found in the public areas where the hotel guests might be present.

Result

The administrative and control work carried out with the aid of Axis network cameras has ensured that all of the hotels have been outright winners in terms of the speed and quality of the internal services that they provide. It is also worth noting that it is very useful for the administrative department to have a visual reference of what goes on at all times in the hotels, in some cases permitting them to anticipate possible incidents. Additionally, the cameras make use of the hotel's existing Wi-Fi service and, as a result, have required minimal investment in cabling due to the existing wireless network cameras, thus requiring only a few minutes to install or move to a new location.

The company

The Derby Hotels Collection hotel company, founded in 1986, (www.derbyhotels.com) is one of the most distinguished hotel brands in the country. The originality and uniqueness of each of its hotels is based on intelligent use of space in which art, culture and luxury are presented to the customer as a one-of-a-kind, unique offering; a concept defined as "something more than simply a place to sleep".

The Derby Hotels Collection has nine operational hotels, located in the geographical areas of Barcelona, Madrid and London. The company puts more than one thousand rooms at its customers' disposal per day, a challenge which requires perfect organization and special care on the part of each of its establishment's staff.

Future expansions

The Derby Collection's chain of hotels will be extended in the coming months with the inauguration of two new hotels; one located in Barcelona, Suites Avenue (Luxe) and the other in Bagués, both of which plan to incorporate the network video surveillance system.



Manel Martínez Cuerda, Systems Department Manager, Derby Hotels Collection.

