

Axis improves the level of hospitality and customer satisfaction at historical Japanese Inn.

'Concierge Cameras' enable speedier customer service and more efficient business operation.



Organization:
Yasudaya Inn

Location:
Numazu City, Shizuoka,
Japan

Industry segment:
Hotel/Restaurant

Application:
Remote monitoring

Axis partner:
TriWorks Corp. Japan

Mission

Yasudaya Inn was established in 1887 in Izu, one of Japan's most famous hot spring resorts with a long history. The inn's *sukiya*-style building has been registered as a national asset, and is famous for accommodating the great novelist Osamu Dazai, while he penned one of his most famous works, *The Setting Sun*. To this day, the inn is the favorite accommodation for fans of Dazai, as well as many tourists who frequent the area for the irresistible beauty and charms of Izu. Yasudaya Inn takes pride in their tradition of showing the utmost hospitality to its guests, so they enjoy their visit to the utmost. In recent years, guests' needs diversified, and Yasudaya became aware of the need to not only sustain but also improve the level of their hospitality. One way to do so was to increase the number of employees, and that option was considered. However, it takes time to find and train suitable personnel.

Solution

TriWorks Corp. made a proposal of 'Concierge Cameras', where a network camera system serves as a concierge to improve the tradition of hospitality and the level of

customer satisfaction. In the past, when hearing the word "camera", one would normally think of security cameras, and Yasudaya initially resisted the idea, as they thought it would violate customers' privacy. However, they soon realized that such a 'Concierge Camera system' would be easy to implement and effective to improve customer satisfaction. The plan was to set up the cameras only in places where privacy was not an issue, such as the lobby, hallways, and parking lots.

Result

Since the implementation of the system, Yasudaya has been able to help customers lost on the premises more quickly than before, and use the recorded footage to find the rightful owner of luggage left behind in the lobby. These are only a few examples of improved service, and the camera system is highly rated by the Inn's customers. The number of times staff has to patrol the premises has been reduced, leading to higher efficiency of the business operation. The benefits of the system implementation have been greater than expected.

"To ensure that our guests can relax throughout their stay with us, we attentively watch the footage captured by the Concierge Cameras to always know the customer needs."

Mrs. Yasuda, Proprietress of Yasudaya Inn.

Aiming to respond to diversifying customer needs

In today's networked world, accommodation bookings are mostly taken via the Internet, on a travel booking site, for example, and hospitality businesses are required to take comprehensive customer satisfaction measures to ensure that the ratings and word-of-mouth reputation among the guests are always favorable. Since establishment, Yasudaya Inn has always assigned the highest priority to showing hospitality to its guests, but it was necessary to do more for customer satisfaction, to ensure that they could always respond to the diversifying customer needs and wishes. After careful discussion, instead of increasing the number of employees, the Inn chose to implement a Concierge Camera system.

Simple installation – No damage to the building

In implementing the system, the first requirement was to keep the traditional appearance of the building intact, as it is registered as a national asset. The works needed for the installation of the cameras were as simple as installation of lighting fixtures, and this requirement was easily met.

Service enhanced by Concierge Cameras

The cameras were installed in the entrance area, parking lots and hallways, to respect guests' privacy and contribute to customer satisfaction at the same time. In the parking lots where vehicles come and go even during the night, AXIS 221 Day & Night Network Cameras were installed. Inside the building, a total of four cameras including AXIS 207 were installed. AXIS 207 was selected because of its discreet appearance, as it would not spoil the interior decoration style of the traditional inn. The images captured by the cameras are checked on a PC in the office that is connected with the cameras via the network. When a guest arrives in the parking area, or when a guest seems to need some help somewhere on the premises, the inn staff can promptly come to help them. The control software is Aroba-View developed by TriWorks Corp. Japan. The interface is easy to understand and the recorded footage is displayed with a calendar. Its intuitive and easy operation is highly rated by the staff.

Prompt service to customers in need of help

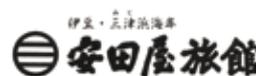
"The hot spring bath house of our inn is in a separate building, and occasionally guests lose their way on our premises. In the past, we had our staff members patrol the premises and offer help to the customers. However, at busy times such as the dinner hours, we do not have sufficient number of personnel for patrols. We installed the cameras in the hallways to the bath house, and now a staff member can rush to the help of a customer, if a guest seems to be lost. We were able to reduce the number of daily patrols, and instead put our focus on other services," says the proprietress, Mrs. Yasuda.

Improved operation efficiency

The cameras installed in the parking lots produced unexpected benefits. The parking lots are located on the side of the main building, and employees and suppliers also park their cars there. Before the cameras were installed, staff had to rush to the entrance as soon as they heard engine noise, only to find that it was not guests arriving. Now, staff can see the entrance to the parking lots and see if it is a guest's car. They no longer need to run to the entrance when it is not necessary. This reduced the workload on them and improved the efficiency of the operation. In addition, when a customer leaves luggage behind in the lobby area at the time of their departure, it is easy to check whose luggage it is by watching the video footage. This function has been much appreciated by the guests.

Reinforced hospitality

The fundamental elements of the hospitality shown to Yasudaya Inn's customers are the establishment's sincerity and the recognition of the guests' quality time. To show perfect hospitality, the staff needs to know what the customer needs at each moment. Concierge Cameras enable Yasudaya Inn to reinforce the foundation of its hospitality.



Yasudaya Inn
<http://mitoyasudaya.com>



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