directSMS: Customer Case Study

The Westin Melbourne

Customer Relationship Management and staff notifications

Company Profile

In the heart of Melbourne's central business district, The Westin Melbourne is one of Australia's premier five-star hotels.

Blending timeless design with modern amenities, the Westin Melbourne is a haven for discerning travelers. Just steps away from Melbourne's best shopping, theatres, Federation Square, and the Arts Centre.

Business Scenario

The team at the Westin Melbourne had the following communications requirements for its guests and staff:

- Broadcast notification to staff in cases of emergency
- Notifying staff in terms of changes in work arrangements or duties
- Notifying guests when they are not answering their phone

The team at the Westin Melbourne need to be able to contact their staff and guests in a cost effective, real-time manner and not always rely on the recipients answering their phones. So SMS provides the appropriate medium.

Business Solution

directSMS' Web 2 SMS service was ideal for The Westin Melbourne's communication needs. With ease of use as well as broadcast/bulk functionality, the Web 2 SMS online based service is an ideal platform for all of The Westin Melbourne's messaging needs.

As a result of sending out notifications, alerts and reminders, the team at the Westin Melbourne are able to get in touch with its staff more effectively, as well as use SMS to get in touch with guests that were not answering their phone.

"directSMS' customer service is very efficient. Whenever I have had to ask question, I always got quick replies and they were very helpful"

Greg Gubiani
Service Express Manager
The Westin Melbourne

Organisation

Website

www.westin.com/melbourne

Industry

Five-star hotel and resort accommodation

Benefits of Using SMS

SAVE TIME AND MONEY → Using SMS via directSMS' Web 2 SMS online service, is much more cost effective than mobile phone calls and with the bulk/broadcast capability of Web 2 SMS, you can save time and send out one message batch for the entire staff, instead of contacting each staff member separately.

GET IN TOUCH WITH PEOPLE WHEN THEY DON'T ANSWER THEIR PHONES → This has been a challenging issue for the team at the Westin Melbourne, as most of the staff do not carry their phones while on duty and sometimes forget to check their voicemail. However with the use of SMS, the staff member will find out the details immediately upon returning to their phone.

VALUE ADDED TOUCH TO THEIR GUESTS → An additional added touch that the Westin Melbourne team give their guests as apart of their excellence in hotel and resort accommodating service, is a SMS notification to their guests when unable to reach them on their mobile phone.