

Optii Keeper eliminates check-in queues

How can you make sure that guests never wait for their rooms? Hotels worldwide have tried and failed in eliminating this aspect of hospitality. Optii Keeper lets your hotel achieve just that.

“Your room is not ready yet.” Every day, hotels worldwide encounter situations where guests have to wait for their rooms on arrival, with obvious impacts on guest satisfaction and staff stress levels. The reasons vary and can range from length of stay to market mix to transport availability. Resorts and casinos are often adversely affected. A fast turnaround of guests means that a day’s cleaning activity can be compressed into a 3-hour period. The result: Guests have to wait and cleaning quality drops in proportion to the room attendant stress levels.

This is not a new problem - in fact numerous generations of some of the smartest operational brains have attempted to find a permanent solution. But within the constraints of the manual processes in housekeeping, only additional staffing has been found to effectively address the problem. Optii Keeper lifts these constraints.

Optii Keeper solves the problem using its dynamic scheduling and management processes. Only three days into using Optii Keeper, the newly opened Hard Rock Hotel at City of Dreams, the integrated urban entertainment resort developed by Melco Crown Entertainment Limited listed on the NASDAQ Global Select Market (NASDAQ: MPEL), reported that queues have virtually disappeared from the hotel.

“Being an integrated urban entertainment resort, our guests like arriving early and staying late with the expected consequences,” says Mr. Michael French, Senior Vice President of Operations at City of Dreams. “We used to have up to 100 rooms not ready for arriving guests at 6pm. Once we started using Optii, this number was down to only 10 within 3 days.”

“Optii Keeper introduces the transparency we need to manage our housekeeping workforce more effectively. We used to give the room attendants a sheet of paper and then hope for the best, whereas we now have the ability to coordinate their workflow, supervise and performance-manage them in real time,” says Mr. French. “The benefits to the operation are immediate and substantial. What helps also is that the housekeeping department loves working with Optii.”

“The feedback from Hard Rock Hotel at City of Dreams is consistent with experiences from other hotels using Optii Keeper – Optii’s managed processes result in rooms coming back into clean inventory earlier,” adds Soenke Weiss, CEO of Optii Solutions. “Beyond an overall reduction in labour requirements and quality improvements, this is a key aspect of Optii Keeper that directly impacts on the guests’ arrival experience.”

Media Release



About Optii Solutions

Optii Solutions is the premier provider of innovative software solutions to the global hotel industry.

Optii Solutions' works hand-in-hand with clients to identify and solve strategically important organisational challenges in accommodation hotels. The solutions allow for each hotel's specific circumstances, market mix and staffing dynamics. Optii therefore produces solutions that are easy to use by all levels of staff, relevant, effective and deliver measurable results.

Optii Solutions is a private, debt-free company headquartered in Brisbane, Australia.

Find out more at www.optiisolutions.com.

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About City of Dreams

City of Dreams is developed by Melco Crown Entertainment Limited, an entertainment company listed on the NASDAQ Global Select Market (NASDAQ: MPEL), and is an integrated entertainment resort that is the newest "must experience" destination in Macau. Located in the heart of Cotai in Macau, it combines electrifying entertainment, a diverse array of accommodation, regional and international dining, designer brand shopping and a spacious and contemporary casino. The resort brings together a dream team of world-renowned brands such as Crown, Grand Hyatt, Hard Rock and Dragone to create an exceptional entertainment experience that appeals to the broadest spectrum of visitors from around Asia and the world. The initial opening of City of Dreams features a 420,000-square-foot casino with approximately 520 gaming tables and approximately 1,350 gaming machines; over 20 restaurants and bars; an impressive array of some of the world's most sought-after retail brands; and The Bubble, an iconic and spectacular audio visual multimedia experience; Crown Towers offering approximately 300 guest rooms and Hard Rock Hotel offering approximately 300 guest rooms. Grand Hyatt Macau, offering approximately 800 guest rooms, will be completed in the third quarter of 2009 and a Dragone inspired theater production will open in the purpose-built Theater of Dreams in early 2010. The third and final planned phase of development at City of Dreams will feature an apartment hotel consisting of approximately 800 units. For more information please visit: www.cityofdreamsmacau.com.

For media information please visit the City of Dreams Media Portal: www.cityofdreamsmedia.com.