

Success Story



Steton Technology Group and the world's largest hotel chain team up to improve quality

Best Western has experienced many benefits since implementing the *Steton Quality Suite®*, the greatest of which has been timesavings. And in this case, the old axiom definitely applies—time *IS* money.

Best Western International, Inc. is the world's largest hotel brand with more than 4,000 independently-owned and operated hotels, offering more than 300,000 rooms located in approximately 80 countries and territories.

Tim Burns, Best Western's Member Operations Support Trainer, monitors quality control data collection in North America for the company.

"The key benefit has been time savings, stated Burns. "Best Western's field-based Regional Service Managers are saving an average of one hour per inspection utilizing the Steton products."

7,000 man-hours saved each year.

With 42 Service Managers performing one inspection per day, this equates to 7,000 man-hours saved each year.

Before implementing Steton's solutions, Best Western used a variety of data collection methods over the years, including paper and pencil, spreadsheets, and a proprietary system developed in-house. All methods fell well short of Best

Western's need for fast and accurate data transfer.

"The initial goal for Best Western was to find an offline, mobile solution for the Regional Service Managers," said Burns. "The Service Managers were having a difficult time with internet connections being fast enough to get the data into the hands of the managers. Steton's data collection and synchronizing process has greatly reduced the time to upload and transfer data."

Steton's system is "exceeding expectations..."

Steton's system is "exceeding expectations" said Charlie Pratt, Best Western's senior program analyst. "It is easy to use, very intuitive, and auditors have picked up the new system very quickly. We started off at Best Western using Steton's technology in the Quality Assurance department, and are now rolling it into two additional departments: Design and International Operations."

As Best Western continues to expand its use of the *Steton Quality Suite®*, timesavings will continue to be a big factor in the success of their quality assurance program. But in the end, the biggest benefit is a higher level of customer satisfaction, which will produce big profits from repeat business in the years to come.