



ERCK HOTELS CASE STUDY

1001CS032022_R1_ERCK HOTELS

INDUSTRY:

Hospitality

SIZE:

Small-midmarket: 11 properties with 850 guest rooms and 22,000 square feet of conference space

PROPERTY TECHNOLOGIES:

- Video
- Internet
- Televisions

THE CHALLENGE

Based in Montana, Erck Hotels has been developing and managing Hilton and Marriott lodging properties in the Northwestern region of the U.S. for more than thirty years. Consistently ranking in the top tiers of service and quality, Erck Hotels takes pride in its successful track record for developing, renovating, and managing award-winning, premium and independent hospitality properties that exceed guest expectations and deliver maximum value to investors and partners.

As Erck continues to expand its property portfolio, it sought innovative ways to deliver the high-quality, technology-enabled experience guests increasingly expect to receive when staying in a hotel. In a post-pandemic, new normal, hotel guests demand seamless, always-on, fully integrated access to all hotel services, such as contactless check-in, premium in-room programmed entertainment and streaming, access to reliable high-speed internet, and more. The real challenge for hotel operators, though, is delivering on guest expectations while keeping costs in line and accommodating the staffing challenges that most in the hospitality industry now face.

"The Allbridge team has always been my solution. They have never let me down. When they say they will do something, they deliver. And then they have continued above and beyond that, too."

— **Nate Lang**, Director of IT, Erck Hotels





ERCK HOTELS **CASE STUDY**

THE SOLUTION

Nate Lang, Director of IT at Erck Hotels, runs a very lean IT organization. In the early stages of a new build project, Lang began looking for a partner to design and implement video for the property. New builds are time-intensive for Lang's resource-strapped team, involving multiple vendors, multiple technologies that must be integrated, varying timelines, and more, so an experienced partner that can help navigate the process is crucial.

When Lang discovered Allbridge, he knew from the expert answers he received to his initial questions that he'd found a proven partner that understood the complexities of the job, the details of the brand requirements, and the critical nature of timelines. He also quickly learned that Allbridge was a trusted partner who truly had his back. After an electrical vendor failed to deliver the cables needed to hook up TVs, Allbridge stepped-in to keep the project on schedule and on budget by helping Lang's team make all the cables needed— overnight.

Lang was just as delighted with how easy it was to manage the solution after implementation. The easy-to-manage services freed Lang's team to focus on adding value to the business instead of on responding to outages or other service issues.

Based on the success of the initial implementation, the impressive level of personal service and customer focus, and along with the ease of managing services after implementation, Erck Hotels has continued to expand the Allbridge footprint over the last several years, adding video, voice, and Internet services across its properties.

When Erck Hotels considered adding a new brand to their portfolio, they relied on Allbridge's deep industry expertise and brand standards knowledge to help them expedite the brand approval process and navigate the learning curve faster. Says Lang, "Because of our experience with delivering high-quality technology services through Allbridge and our industry background, we were able to expedite the approval process a bit quicker with the new brand. Having all the technology dialed in made onboarding and becoming a new partner franchise that much easier."

Now, with one partner providing all property technology services, the Erck Hotels team just has one call to make when a technology problem impacts a guest or employee. As Lang notes, "It's much easier to have just that one phone number, one company, one person, one support line that I need to call for all these different things." And when a new build is planned, or new capabilities are needed, Erck Hotels works with Allbridge to maximize project value while owning whole project accountability, from design and planning through the life of the building.



ERCK HOTELS CASE STUDY

THE BENEFITS

Working with Allbridge, Erck Hotels has built a solid foundation for property technology that delights their guests, enhances their reputation with the brands they work with, protects their bottom line, and ensures they can adapt as quickly as technology evolves.

For Lang, the challenge to continue innovating and exceeding expectations never stops. He notes that, "When our executives see new Allbridge features and technologies, as they're visiting properties, we always hear from them, "We love it! You guys knock it out of the park! Now what else can we do with all this great stuff?" Allbridge just makes us look so good!"

- ▶ Increased the quality and reliability of the digital experience for guests, improving guest satisfaction scores and loyalty.
- ▶ Improved operational efficiencies, making it easy to manage all services remotely and resolve issues quickly, with just one call.
- ▶ Demonstrated excellence in guest technology, enhancing the viability of new project proposals and new partnerships.
- ▶ Defined a vision of guest digital convenience that ensures competitive advantage.
- ▶ Maximized long-term project value by partnering for whole project accountability on new builds, from design and planning through the life of the building.

"Because of our experience with delivering high-quality technology services through Allbridge and our industry background, we were able to expedite the approval process a bit quicker with the new brand. Having that technology dialed in made onboarding and becoming a partner franchise that much easier."

— **Nate Lang**, Director of IT, Erck Hotels

