



TYME GLOBAL CASE STUDY

Communication is Key

CLIENT

The Goodtime Hotel



The Goodtime is a stay-and-play destination hotel in Miami Beach. Founded by music icon Pharrell Williams and nightlife entrepreneur David Grutman, the property features designs by Ken Fulk.

EXECUTIVE SUMMARY

The client partnered with Tyme Global (TG) to build their communication services from inception (before launch). TG handles PBX, reservations, and data entry/email box management for Goodtime.

BACKGROUND

The Goodtime website states, “From meditation that calms the mind to music that transports the soul to food that stimulates the spirit, stay with us and get lost in the moment... At Goodtime, we are fueled by a commitment to creating emotional good.”

It is of the utmost importance to this property that our agents understand their ethos.

Part of embracing this vibe, Goodtime wants their on-site agents to be immediately available to guests. This means not answering calls at the front desk. Our job is to handle as many inquiries as we can without transfers.

CHALLENGES

Tyme Global prides itself on being able to match the branding of every organization we represent; however, Goodtime’s commitment to preserving their vibe in all communications meant that we had to be extra selective in our agent placement and thorough in our training.

Being a new property, Goodtime needed guidance in setting up its systems and procedures. According to Operations Manager Rebecca Schroyer, “We came into play to take away as many calls and emails from the front desk as possible so that they could facilitate face-to-face interactions.”

As they grew, new information would become available. As such, it has been a challenge to ensure that information is shared with all parties. Having that information reduces front desk transfers and escalations.

THE PROCESS

To address the concern regarding brand voice, our trainers include special materials on each property. We include prompts and photos in our knowledge base to remind the operators of the mindset and atmosphere of the property.

One of Goodtime's initial concerns was how remote operators would integrate with the team. Tyme Global makes certain that our operators always say hello when they log into the system, attend meetings, and regularly communicate with the on-site staff.

With regards to minimizing escalations, regular communication is key. Managers from each area (PBX, reservations, and data entry) attend bi-weekly meetings and come prepared with briefs and discussion points.

Goodtime Director of Front Office Ilona Urban appreciates our efforts. "They have been amazing keeping up and improving every single day," she said recently. She continued, "[TG has] my gratitude for the amount of communication that's been happening."

In addition to our regular bi-weekly meetings, our managers will often join daily stand-ups to check-in.

When new information becomes available, our team updates the knowledge base that every operator sees. This can be done by the hotel, a TG manager, or any operator simply by sending an update to a dedicated email box.

Ilona has been very pleased and appreciates how well we communicate and work to solve guest issues without transferring to the front desk.

OUTCOMES

Being with the client since launch allowed us to implement our tried and true methods from the start. As such, our course corrections have been relatively minor.

We improved the average wait time by over a full second over the course of 23 months. We also improved our bounce rate (the number of calls that are sent to the front desk) from 13% to 6%. We have maintained our standard SLAs across all service areas.

LESSONS LEARNED

When working with a property from inception, there are opportunities to implement policies and procedures that make everything run more smoothly. It is worth the extra effort to establish open lines of communication to avoid misunderstandings.

The more information we receive from the hotel, the more efficient and helpful our agents can be. This leads to more bookings, lower talk time and happy guests. Once open communication is established and maintained, fewer calls need to be transferred to the front desk. Senior Operations Manager Sharifah Zanuuddin said, "We rarely have escalations from Goodtime."

Getting as much information upfront as possible to include in our knowledge base is important. Keeping it up to date is vital.

CONCLUSION

Whether working with a new or established property, open lines of communication is the key to avoiding errors and smooth operations. Regular meetings, easy-to-use tools, and human connection are what have helped Goodtime and Tyme Global grow our successful relationship.