

Background

Accommodation at Alton Towers Resort consists of 694 rooms across the resort. Their ambition was to reduce the time spent on handling and processing lost property, while improving their guest experience by responding more promptly and accurately to all guest enquiries.

Challenge

Between 750 and 1,000 items of lost property come to one central housekeeping hub for registration and storage every week; where they handle in the region of 100 guest enquiries:

- Each item had to be registered manually into an Excel spreadsheet, with an additional sheet of paper filled out and attached to the item
- Staff could only run broad and unfiltered searches when handling guest enquiries. This often produced inaccurate results
- The analogue nature of the process meant that validating matches and agreeing on return options with guests would take multiple phone calls/e-mails back and forth
- The end-to-end operation was inefficient and absorbed a large amount of staff time
- There was a lack of accurate auditing
- Improvements were required in order to protect loss

Solution

NotLost implemented a state-of-the-art software platform to alleviate the hassle of dealing with lost property. After a single 1-hour onboarding session, staff were able to seamlessly adopt the new process and reported seeing immediate improvements.

They now use the NotLost platform on an electronic tablet to quickly upload all found items. A simple photograph is all that is required in order for the system to generate a detailed report.

When handling guest enquiries, staff can use a combination of date-ranges, keyword searches and photos to rapidly locate items. Short call times, accurate responses and the ability to easily email photos for validation help to enhance the guest experience.

Results

The key outcome is that the amount of time registering items and dealing with guest enquiries has been reduced by 68%. Lost property is now handled in a timely and structured manner - it is no longer a distraction for housekeeping staff, and guests are guaranteed an excellent service, in keeping with the Alton Towers Resort brand.

“The system has proved invaluable for us in terms of reducing the staff time and angst that was absorbed in managing lost property. It has significantly improved our guest experience post visit.”

Gemma Balewski | Senior Head Housekeeper



What did the team think?

Handling of guest enquiries

“It’s a lot easier when searching for items, quick to search and seeing the picture helps to speed up finding the item instead of searching through Excel.”

Improved guest experience

“Validating items is a lot easier too - I used to take photos with my phone, email to myself and forward to the guest. Now I can just take the photo off the platform and send it straight to the guest which helps to identify that I have the correct item (say if you have 4 pairs of black sunglasses). We’ve also seen a reduction in guest complaints whilst dealing with enquiries.”

Intuitive and easy to use

“Using the system was really straight forward and I was able to pick it up straight away. So yeah really good - 9/10 for the NotLost service!”

“Compared to the old system it’s so much quicker. Being able to take pictures, check the item, altering the odd few words on the system and done.”

Jessica Sharratt | Housekeeping Administrator