

● CASE STUDY

# Automating Housekeeping & Communication at Ruby Lucy Hotel

Located in the vibrant heart of London, Ruby Lucy Hotel embodies modern sophistication and impeccable service. Driven by their dedication to excellence, the hotel sought a solution to enhance efficiency and streamline processes, with a particular focus on the Housekeeping department.

Flexkeeping.

Ruby | HOTELS





● CASE STUDY

**Time-frame:** April 2024

**Hotel information:**

- Number of rooms: 75
- Occupancy: 74%,
- Avg. Length of stay: 2 days

**Key focus:**



Housekeeping



Communication



Quality control



Management





»We needed a simple system to **improve our efficiency** and **enhance the quality of our service**. Flexkeeping is an essential tool for us as it **provides real-time efficiency monitoring**, offers **objective performance evaluation**, and **simplifies staff communication and training**, among many other things. For me it's like Christmas!«

– Ana Fernandez, Group Housekeeping Manager at Ruby Hotels



Flexkeeping.

# Key results within one month.



**77%**

**faster** work  
allocation



**70%**

**faster** room  
readiness



**1665**

sheets of  
**paper saved**



**76h**

man-**hours**  
**saved**



**90%**

**less** WhatsApp  
messages



**86%**

**productivity**  
improvement



**better** service  
quality



**happier**  
staff



**less** human  
errors



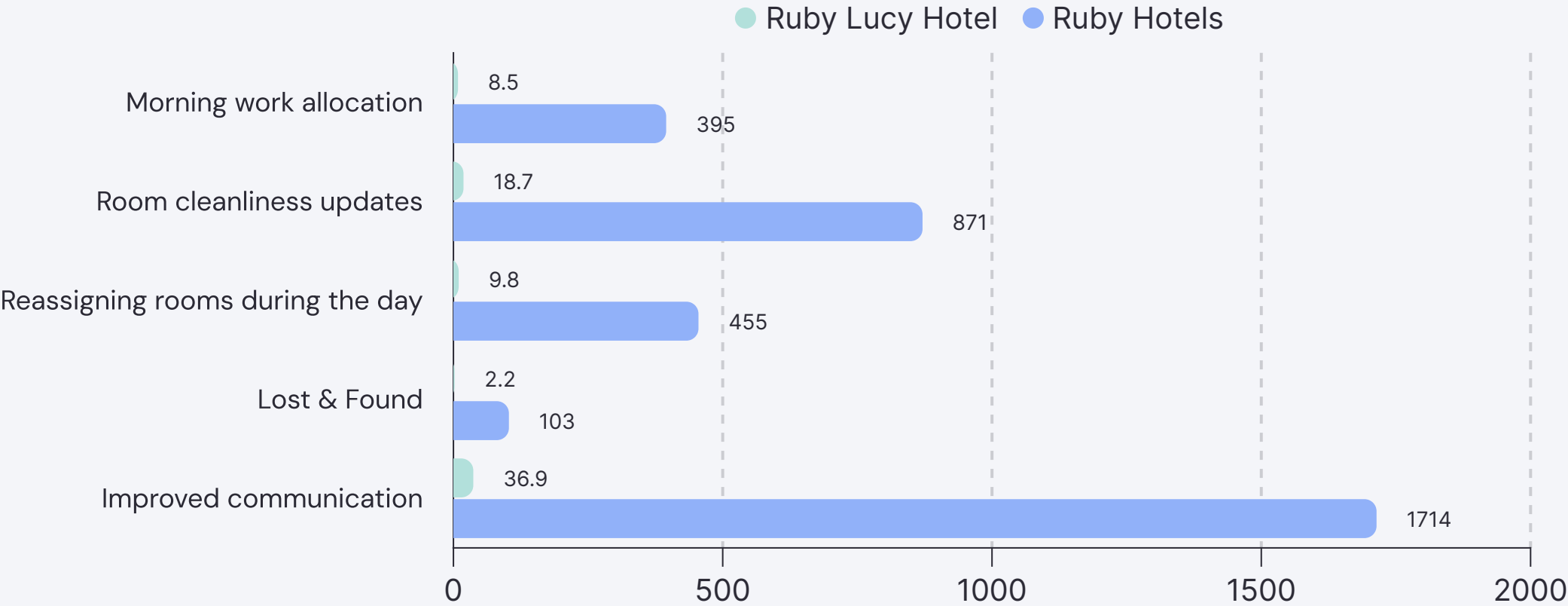
**better**  
planning

**491%**  
return on investment



# Time savings breakdown.

Hours saved per month



\* The calculation for all hotels is based on the number of rooms. It involves determining the time saved per room at Ruby Lucy and multiplying that figure by the total number of rooms across all Ruby Hotels.

Ruby Lucy Hotel

**76**  
hours saved  
per month

Ruby Hotels \*

**3537**  
hours saved  
per month



# Housekeeping

Unlocking productivity  
and efficiency



## Housekeeping

### Rooms

- Dirty (100)
- Cleaned (50)
- Inspected (50)

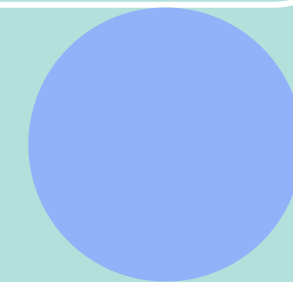


200

### Inspected arrival rooms

10 out of 20

50%







## HOUSEKEEPING

# Automated Room Allocation.

### Before

The process of allocating rooms and manually managing rooms that opted out of daily cleaning took between 20 and 25 minutes every morning.

### After

Flexkeeping **allows scheduling dynamic cleaning patterns** based on factors such as length of stay, or any other PMS data. By centralizing information and automating cleaning schedules—such as the Green Stay option where rooms are cleaned every three days instead of daily—Flexkeeping **significantly streamlines the distribution of work.**

Flexkeeping.

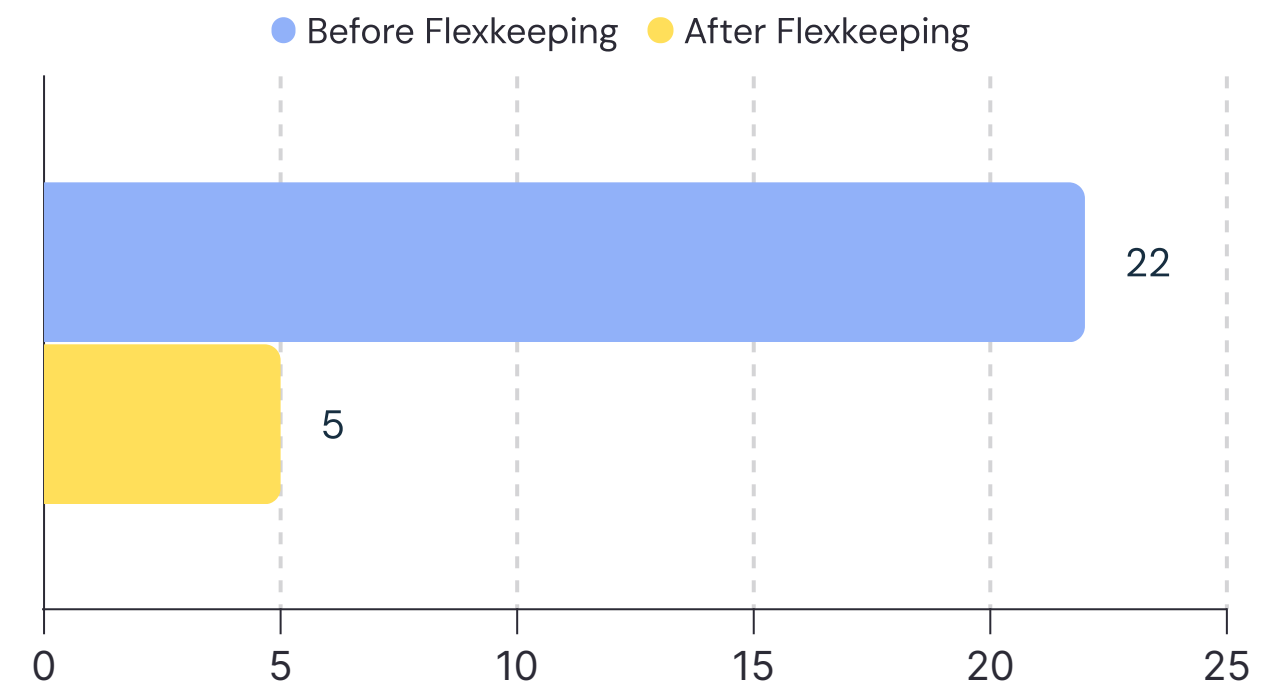
## FINDINGS



# 77%

faster work allocation

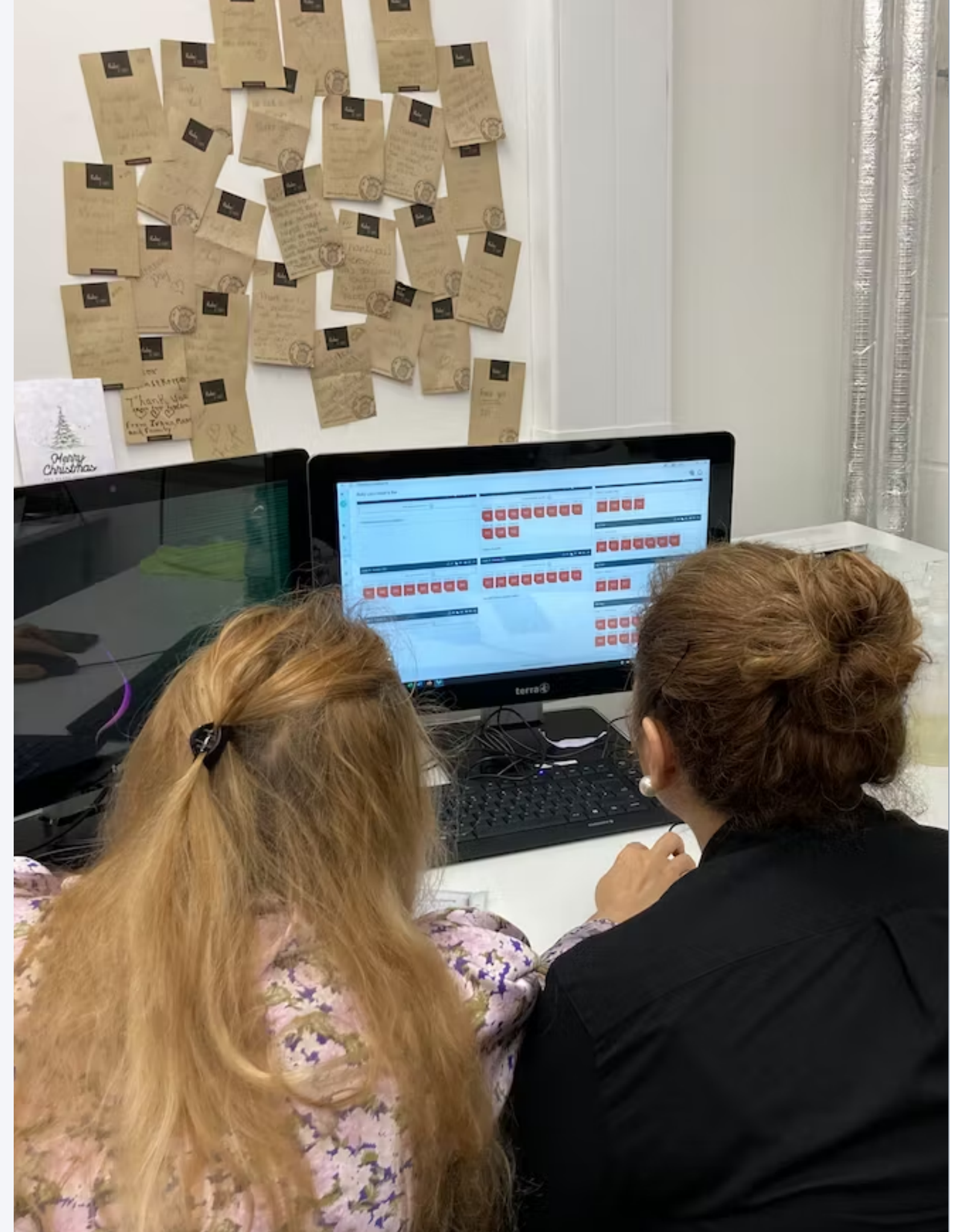
Time spent to allocate work to housekeepers (in minutes)





»Flexkeeping makes our life much easier! Take Ruby Lucy Hotel, for example; even though it's small, we still see a big improvement. But in larger hotels like Ruby Zoe, where room allocation can eat up almost an hour, Flexkeeping is a game-changer.«

– Ramona Petrescu, Housekeeping Manager at Ruby Lucy Hotel







## HOUSEKEEPING

# Reassign rooms on the go.



### Before

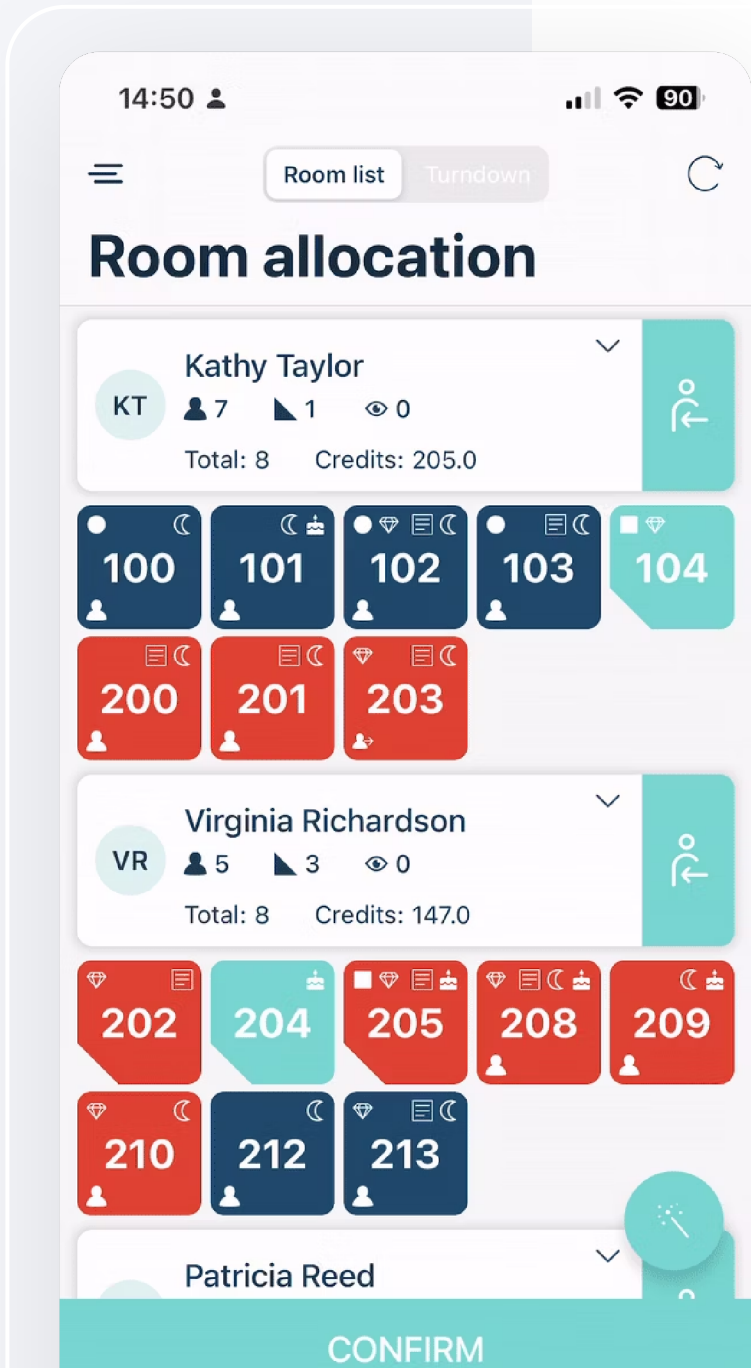
The Housekeeping team's day is typically dynamic, with frequent changes. Ad-hoc adjustments required the Housekeeping Manager to **physically locate housekeepers to communicate changes.**



### After

Making adjustments is as **simple as tapping your smartphone screen, saving time and eliminating unnecessary steps.**

Flexkeeping.



## FINDINGS



saving up to  
**20 min**  
per day

»Being able to monitor everything from the smartphones and make changes on the go is a massive time saver!«

– Ana Fernandez, Group Housekeeping Manager at Ruby Hotels



## HOUSEKEEPING

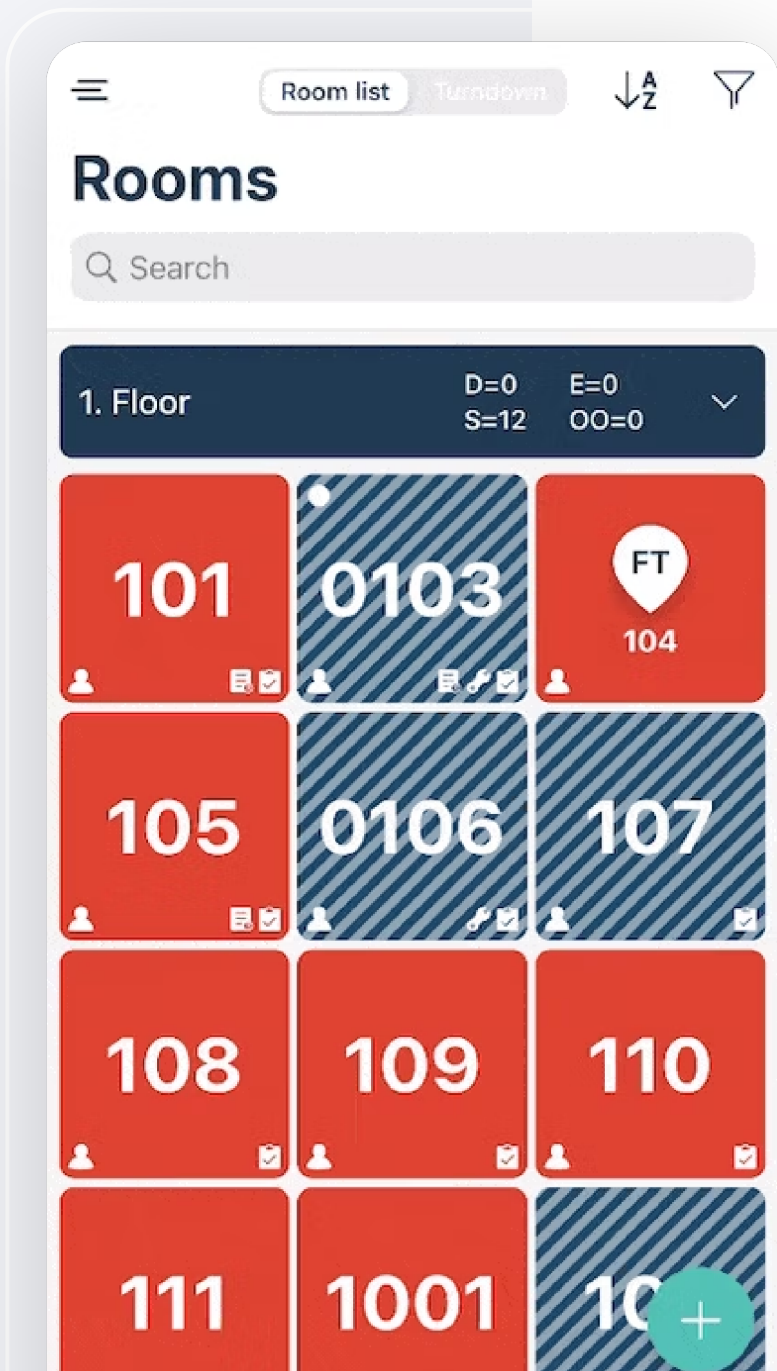
# 15:00 check-in guaranteed.

- Before**

Housekeepers faced frequent interruptions due to the lack of an efficient way to track room cleaning status, while supervisors spent valuable time searching for this information.
- After**

Interruptions were eliminated as instant digital updates on room status became available. This **allows guests arriving early to access inspected rooms faster** than before, when updates weren't in real time.

Flexkeeping.



## FINDINGS



**70% faster**  
room readiness

»While Ruby Lucy is smaller, in larger properties, having the ability to view real-time cleanliness statuses on your phone is invaluable. It helps in deciding whether to assist housekeepers or encourage supervisors. Following up with individuals ensures rooms are prepared by 15:00!«

– Ana Fernandez, Group Housekeeping Manager at Ruby Hotels





## HOUSEKEEPING



»When I need to inspect rooms now, all I need is my phone. In the past, I constantly misplaced my lists, causing unnecessary stress and inefficiency.«

– Ramona Petrescu, Housekeeping Manager at Ruby Lucy Hotel

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## HOUSEKEEPING

# Embracing the digital.

### Reducing paper

An excessive amount of paper used to be printed out daily for lists and reports but **now all necessary information is digitally accessible** through one intuitive platform.

### Guests going green

Ruby Lucy's shift to digital not only improves operational efficiency but also meets the growing demand for sustainable practices, enhancing guest satisfaction and environmental stewardship.

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## FINDINGS



**1665** sheets  
of paper saved  
per month

\* Calculated as 1 sheet of a paper per occupied room and includes replacing paper for arrival, in-house and departure lists, housekeeper's rooming lists, paper checklists, etc.



# Communication

## Supercharging collaboration

102 | Extra pillows



FO | Daily notes







## COMMUNICATION

# Closing the communication gap.



Before

The Housekeeping Manager and Supervisors were constantly on the move throughout the property, frequently interrupted by Hosts or other colleagues via WhatsApp messages.



After

**Staff receive only relevant tasks tailored to their work**, eliminating interruptions from mutual WhatsApp groups. The result is streamlined communication and increased efficiency.

Flexkeeping.

## FINDINGS

# 90%

less  
WhatsApp  
messages

+



less  
interruptions

\* Comparison in WhatsApp messages before and after implementing Flexkeeping.



»WhatsApp interruptions, even on my day off, are a nuisance. Now, with Flexkeeping, everyone gets only the tasks they truly need.«

– Jean Vinet, Head of Hosts at Ruby Lucy Hotel



## COMMUNICATION

# Early check-in? No problem



### Before

The reservation office automatically checks out all guests between 11:00 and 12:00. The challenge is that inspected rooms by that time become dirty again, frustrating the team and making early self check-ins difficult.

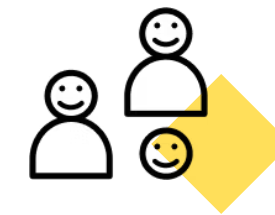


### After

Flexkeeping automatically updates all rooms to maintain their cleanliness status, **ensuring that guests who want to check in early can do so without any hassle.**

Flexkeeping.

## FINDINGS



**happier  
guests**



**less calls  
between staff**

\* Around 5 guests per day arrive before 12:00 and Hosts need to contact the Housekeeping team to determine if they can check in early.



»Some of our outsourced cleaning companies don't have access to the PMS, and some supervisors don't have time to go to the office to update statuses to inspected until late morning. **Being able to do this on the go is a massive change for us and our guests!«**

– Ana Fernandez, Group Housekeeping Manager at Ruby Hotels



## COMMUNICATION

# No more manual updates.

### Before

Any reservation changes or check-out updates always required manual WhatsApp messages or the housekeepers physically walking to the lobby bar to check which rooms checked-out.

### After

Hosts can instantly inform them of the status update with a click. Notifications regarding room moves, reservation extensions, etc., are also **automatically generated from PMS updates, ensuring immediate notification to the assigned housekeeper.**

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## FINDINGS



**less** human errors

»Flexkeeping has definitely helped us stay on top of what's happening, eliminating manual work and any guesswork. We used to have instances where guests were checked into dirty rooms due to system errors, but that has never happened since implementing Flexkeeping!«

– Guilherme Dos Santos, General Manager at Ruby Lucy Hotel





## COMMUNICATION

# Solving language barriers.



»Tasks are communicated in each team member's language. Even housekeepers who don't speak English, understand Flexkeeping thanks to its auto translations and intuitive colors and symbols.«

– Ramona Petrescu, Housekeeping Manager at Ruby Lucy Hotel

Flexkeeping.

Bring extra towel



Trazer toalha extra







COMMUNICATION

# Lost & Found made easy.



Before

Previously, managing found items involved sharing a photo via a WhatsApp group and manually logging them in Excel, taking lots of time to answer the guests.



After

Staff can **immediately report lost items in Flexkeeping** and attach photos. Hosts can **promptly help guests retrieve their lost items**, improving guest satisfaction and reducing delays.

Flexkeeping.



Apple iPhone 9  
Room 101



Keys  
Room 125

FINDINGS

133 min

saved per  
month

+



happier  
guests

\* On average, it takes 7 minutes to log an item via WhatsApp, Excel spreadsheet, and physically search for it. This calculation is based on the average number of lost items at this property multiplied by the time it takes to process one item.

»Sometimes our team would have to tell the guest to contact us again the next day. Now we can give them answers immediately!«

– Guilherme Dos Santos, General Manager at Ruby Lucy Hotel

## FINDINGS

# 36.9

**hours saved per month in  
communication between  
departments**



The optimized communication between departments at Ruby Lucy Hotel resulted in significant time savings\*.

\*This calculation considered the time it took to communicate, modify and confirm tasks, manually check which rooms already checked-out as well as manually communicate PMS changes, such as room moves. It also accounted for cases where the recipient was unavailable on the first attempt.



»This tool not only saves time but also ensures faster room preparation, improves our collaboration, and enhances our professional image.«

– Guilherme Dos Santos, General Manager at Ruby Lucy Hotel & Bar





**»Flexkeeping acts like an x-ray, revealing underlying issues so we can work on them. Guest feedback can highlight issues, but without precise data, it's hard to address specific needs. Flexkeeping allows us to track guest requests accurately, unlike WhatsApp, where data is hard to extract. This system is invaluable, especially for larger hotels, providing metrics that help optimize operations and address guest concerns effectively.«**

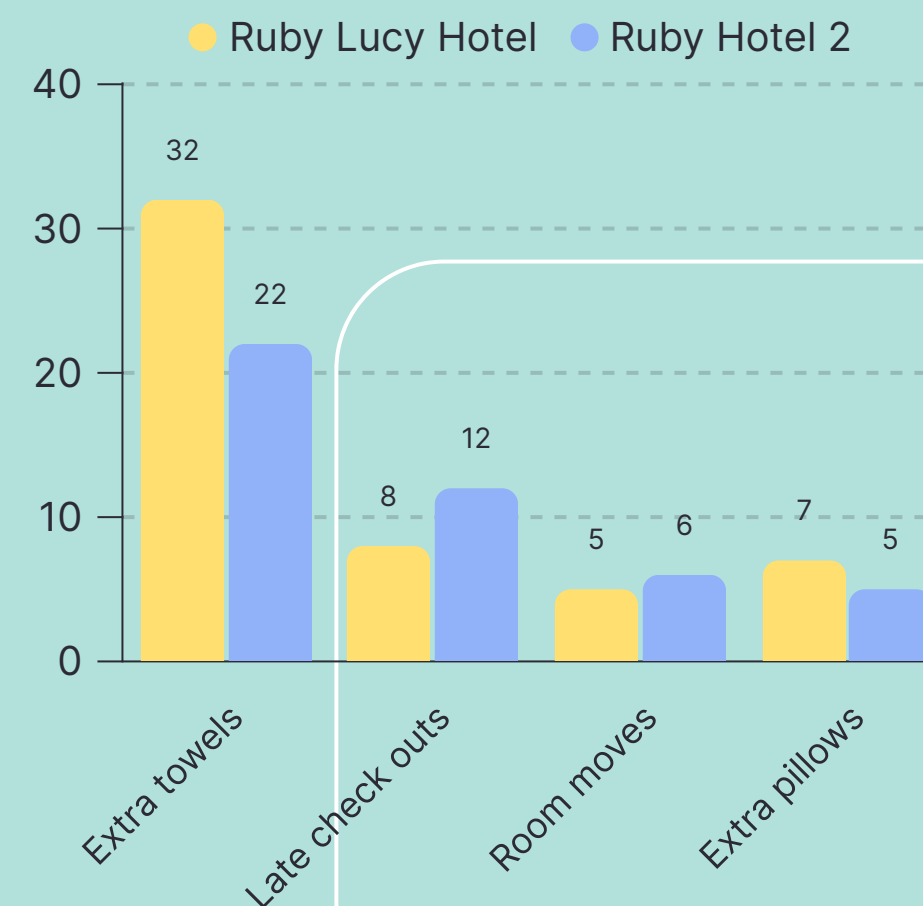
– Guilherme Dos Santos, General Manager at Ruby Lucy Hotel





# Management

Becoming more  
strategic





## MANAGEMENT

# Smart insights, smarter decisions.

### Improving the outsourced cleaning company's performance

Flexkeeping provides insights such as the number of stayover and departure rooms cleaned, rooms with DND or declined cleaning, average rooms cleaned per housekeeper, time spent for each clean, most frequent cleaning mistakes, etc.

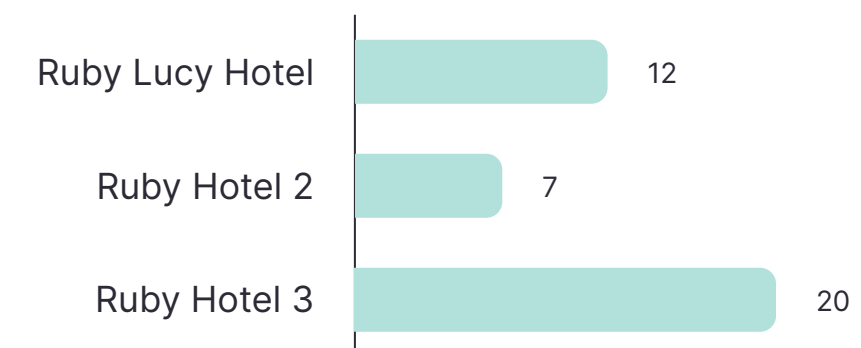
This empowers the Group Housekeeping Manager to **monitor and improve their performance, ensuring compliance** with cleaning ratios and **enhancing service quality**.

Flexkeeping.

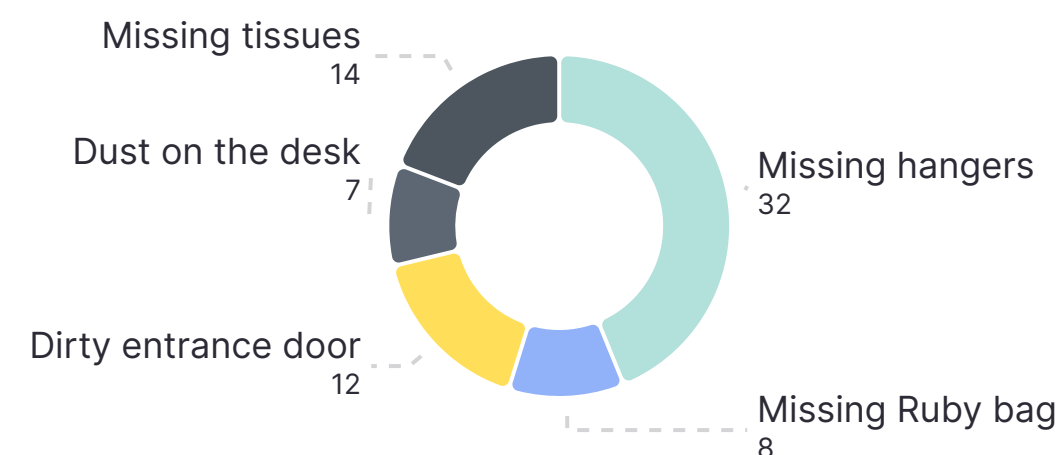


## HOUSEKEEPING REPORT

### Avg. number of rooms cleaned per housekeeper



### Most frequent cleaning mistakes







**»Understanding why we underperformed at a specific property takes me hours. Instead of visiting the property and sifting through historical information on paper, I can now have this data readily available at my fingertips for all properties! Having objective data in real time is key to make good decisions and improvements.«**

– Ana Fernandez, Group Housekeeping Manager at Ruby Hotels

Flexkeeping.





## MANAGEMENT

# A clear overview of guest requests.

- **Facilitating better budget planning and resource allocation**  
Flexkeeping tracks all guest requests, such as extra towels, linen changes, room moves, etc. and provides management with clear data and thus better budget planning.

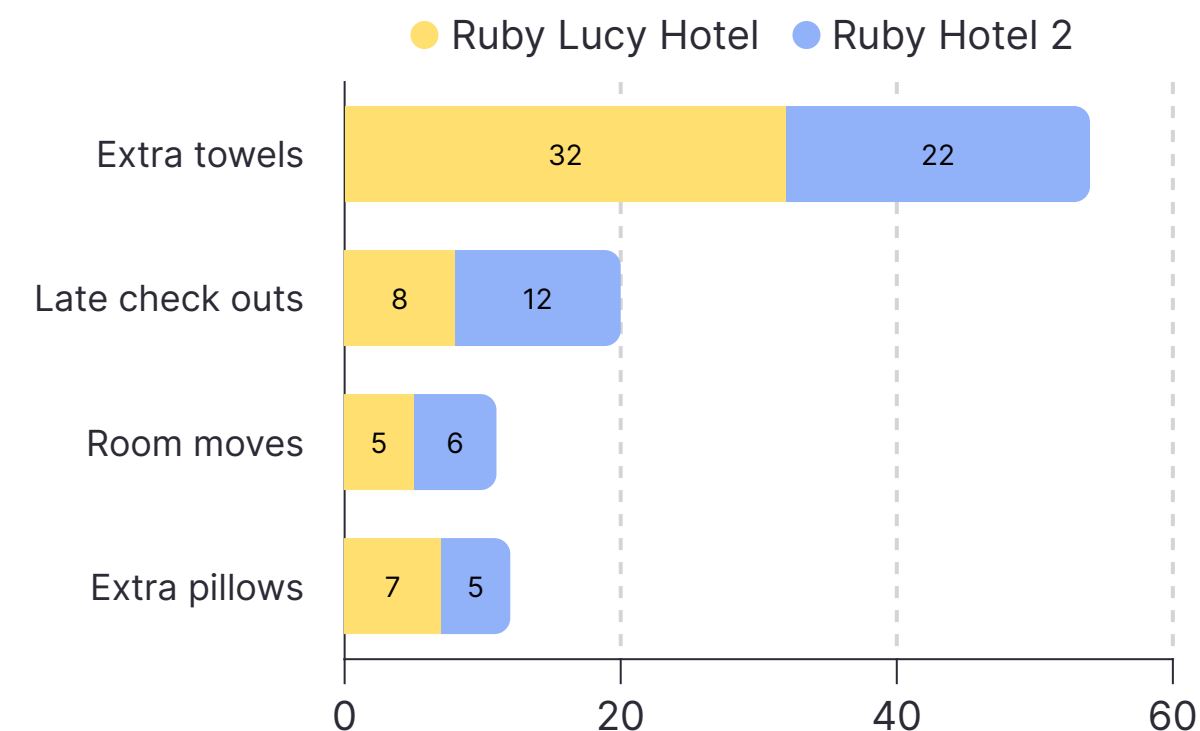


»Knowing the amount of extras, such as towels and linen is **crucial for us if we want to better plan our budget.**«

– Ana Fernandez, Group Housekeeping Manager at Ruby Hotels

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### Report: Extra guest requests





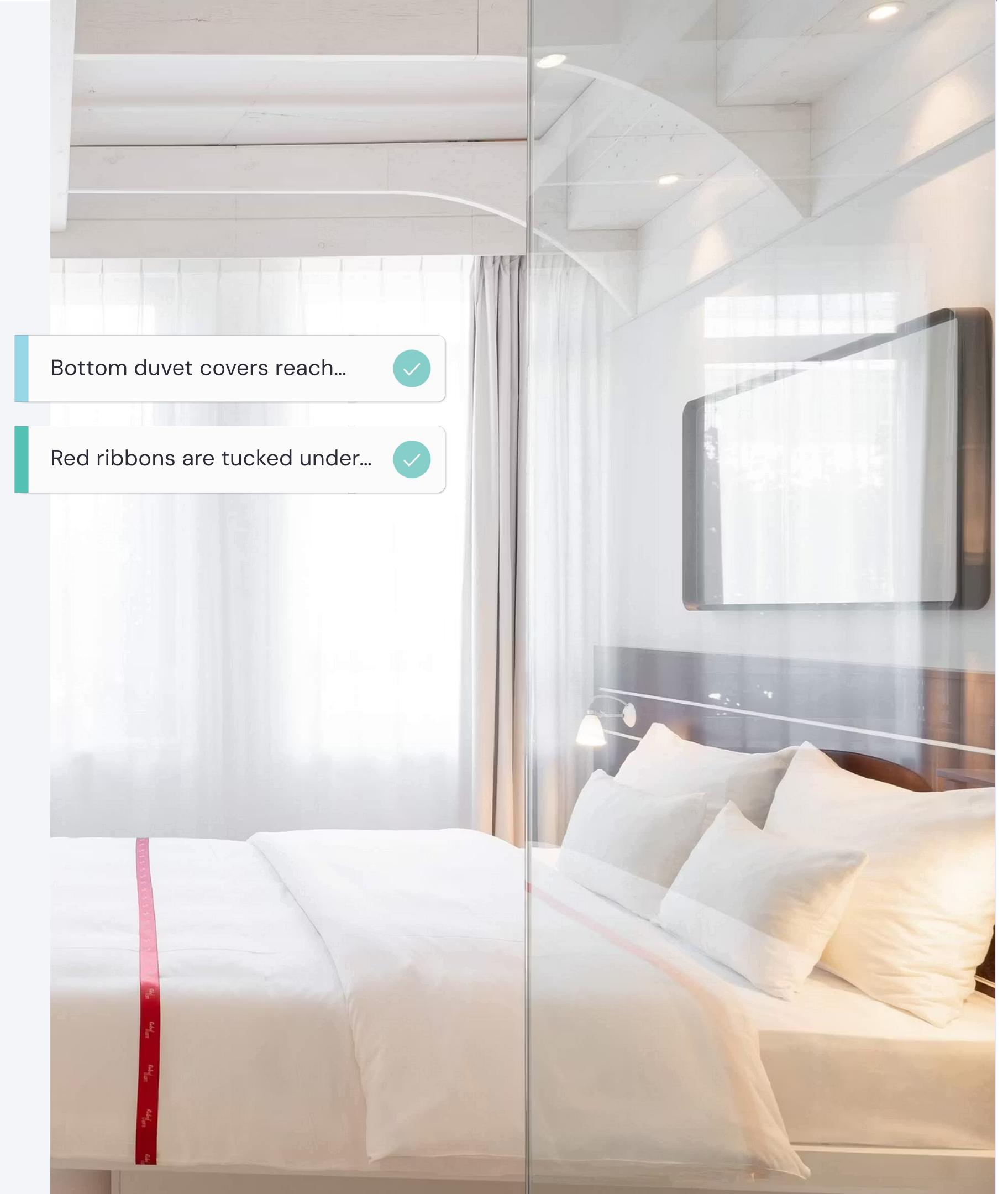
## MANAGEMENT

# Leveraging analytics to improve staff training

- With Flexkeeping's data analysis capabilities, Ruby Lucy Hotel constantly identifies areas for improvement. **By keeping their SOPs and checklists updated**, they monitor staff compliance and ensure tasks are completed on time and to standard.

**Adding photos of arrival room setup or video tutorials** enriches training sessions, providing trainees with easy access to instructions and guidance whenever needed.

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»While Ruby Lucy is a smaller property, Flexkeeping would offer even greater benefits for larger hotels with more rooms and complex communication needs. The **data and insights** from Flexkeeping are **invaluable for optimizing staffing, budgeting, and addressing guest requests at scale.**«

– Guilherme Dos Santos, General Manager at Ruby Lucy Hotel

Flexkeeping.







# Seamless Onboarding

Humans helping humans





»This is **the most smooth rollout of a new technology I have ever witnessed!** The team learned how to use it in 1 day, amazing!«

– Ana Fernandez, Group Housekeeping Manager at Ruby Hotels

Flexkeeping.



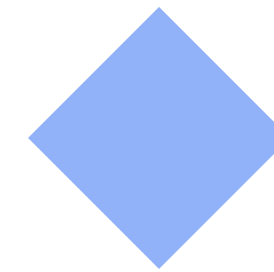
»I've been really pleased with the Flexkeeping implementation at Ruby Lucy. Our team adapted well, and we've seen key benefits like improved productivity, better communication, and real-time access to room status and guest requests. The system has also reduced human errors and **enhanced the guest experience.**«

– Guilherme Dos Santos, General Manager at Ruby Lucy Hotel

# Investing for the future.

Easy automations and supercharging collaboration have never been more important for Operations teams. From the top line to the bottom, from happier staff to sustainable businesses, it's all about driving great guest experiences...

Flexkeeping.



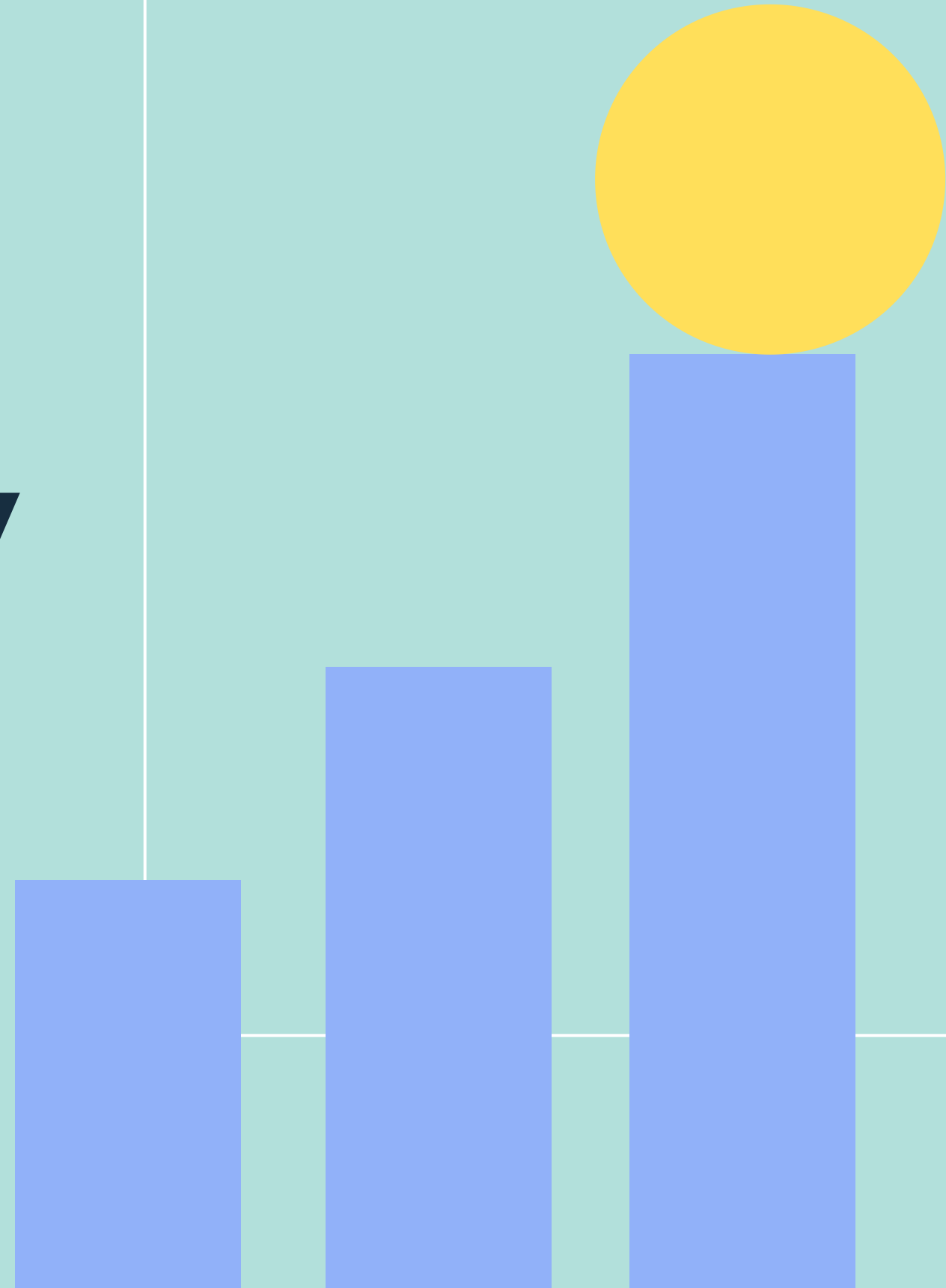
**491%**  
return on investment

\* The ROI figures mentioned are based on a detailed ROI calculator used for the implementation of Flexkeeping at Ruby Lucy Hotel.



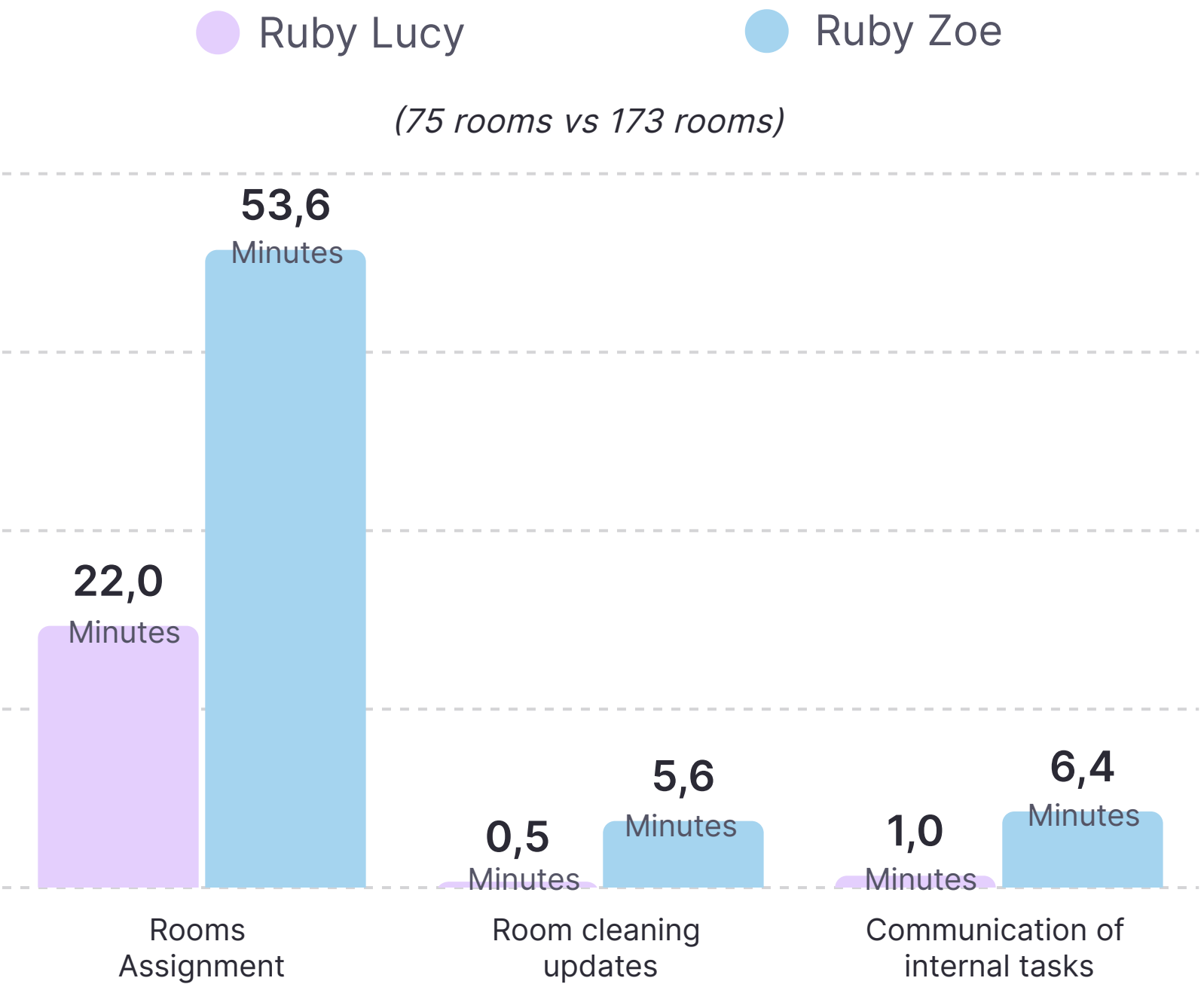
# Revalidating Key Figures

Ruby Lucy ~ Ruby Zoe





\* The manual workload data was gathered by the Flexkeeping team during their time at Ruby Lucy, with additional data collected over a week from the Ruby Zoe Hotel team for comparison and to confirm accuracy.



# Manual Task Load Comparison

**Impact of Manual workload in larger Ruby Hotels:**  
With 95% of Ruby Hotels being larger than Ruby Lucy, properties like Ruby Zoe face significant challenges. For instance, **room cleanliness updates take 1014% longer**, and **internal communication requires 543% more time** at Ruby Zoe.

**Given the challenges in managing larger properties, addressing the manual workload is crucial.** The time and effort required for routine tasks in these properties can strain resources, reduce efficiency, and increases staff stress. Therefore, implementing solutions like Flexkeeping is essential to streamline operations and ensure smooth management.

# Productivity optimisation

## From Manual to Automated

- When comparing Ruby Zoe to Ruby Lucy, it's clear that the potential for productivity optimization at Ruby Zoe is even higher due to the larger scale of operations:
  - Optimized Staffing:** Major reductions in task times (e.g., 99% in room cleaning updates and 97% communicating internal tasks) allow staff to focus on higher-value tasks, enhancing guest satisfaction.
  - Real-Time Accuracy:** Automated updates ensure accurate, timely data for better internal communication and earlier check-in times.
  - Cost Savings:** Reduced time on tasks translates to lower operational costs and higher return on investment.

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\* The productivity figures mentioned are based on a detailed ROI calculator used for the implementation of Flexkeeping at Ruby Lucy Hotel and from data collection shared from Ruby Zoe Hotel team.

