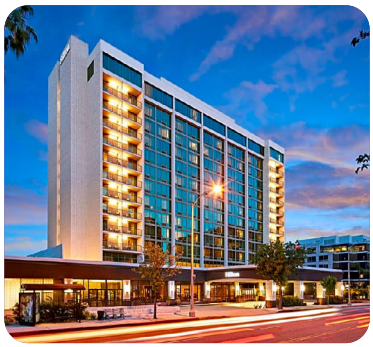
ROAR

How Hilton Entrusted ROAR with the Safety of its Most Vulnerable Workers

Hilton PASADENA

Hilton Case Study

Discover how the Hilton Pasadena in California proactively raised safety standards for future compliance and how safer, happier staff helped provide better service throughout the hotel knowing that support was just the touch of a button away.



About Hilton Pasadena

The Hilton Pasadena has been a SoCal staple since the early '70s, undergoing numerous renovations in that time to become a contemporary hub for West Coast travelers. Like most upscale hotels, the Hilton features numerous communal spaces large enough to house up to 800 guests at any given time.

The Problem

73.8%

According to the Bureau of Labor Statistics, the hospitality industry has an extremely high turnover rate of 73.8%

Uptick in Violence

An unprecedented uptick in incidents of violence and harassment against hospitality workers

Isolated Workers

Large unpopulated spaces in the hotel are designed to accommodate guest privacy but leave workers isolated and potentially vulnerable

Blind Spots

Current security measures have severe limitations — "screamer" panic buttons can escalate bad situations, and CCTV in large hotels with complex layouts has blind spots

Often Alone

Hotel workers are often separated from colleagues and left alone to perform duties

Dead Spots

Reliance upon walkie-talkies that have dead spots throughout the property

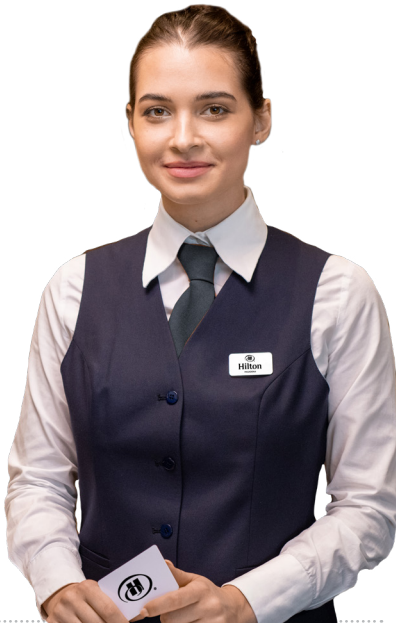
Objectives

When Hilton Pasadena first approached ROAR after reviewing numerous potential candidates, the hotel's main motivation was to provide its team with an added layer of security that a panic button solution can provide. Additionally, new legislation prompted several states to adopt geo-location panic buttons and other safety features. However, general consensus points to nationwide legislation that will mandate the use of these buttons to protect the approximately 15 million employees within hospitality and Hilton wanted to stay one step ahead of the game.

Challenges

Interestingly, despite the ROAR solution being designed to increase safety and peace of mind for those staff most at risk, there was a certain level of suspicion surrounding the integration of a geo-location panic button system with the housekeeping staff. They were concerned that the system would be used to track and monitor their work, with management "keeping tabs" on the time spent cleaning a room or preparing event spaces.

The Solution



After in-depth consolation with the management team at the Hilton, ROAR began installing a tailor-made system within the hotel in September of 2021. After an initial trial period, the full installation of 395 Smart Beacons, 16 gateways, four access points, 30 ROAR Alert Devices, and one Alert Console was completed in October.

Onsite training was provided for hotel staff to ensure they knew how to use the solution effectively, with housekeepers given specific guidance on using the Alert Devices and Front-of-House staff trained to operate the Alert Console. In addition, post-installation follow-up support services were provided on a regular basis by ROAR, giving our team the opportunity to identify where improvements could be made in coverage.

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Results

After a short time using ROAR Alert Devices, the benefits became clear to both the management team and staff, with new use cases presenting themselves as the technology became more familiar to the whole team.

ROAR's collaboration with Hilton Pasadena gave them:

Tools Needed

The tools they needed to exceed regulatory compliance standards

Discreet Alerts

Fully wireless Smart Beacons and discreet, personal Alert Devices

Safer Workplace

A safer and friendlier place to work

Broad Visibility

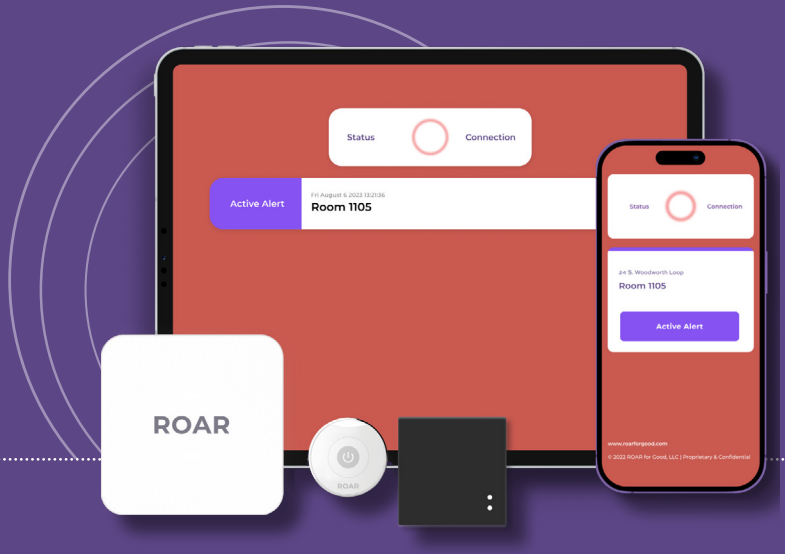
Comprehensive visibility, instant alerts and a dead-zone-free property

Peace of Mind

Peace of mind for staff and management

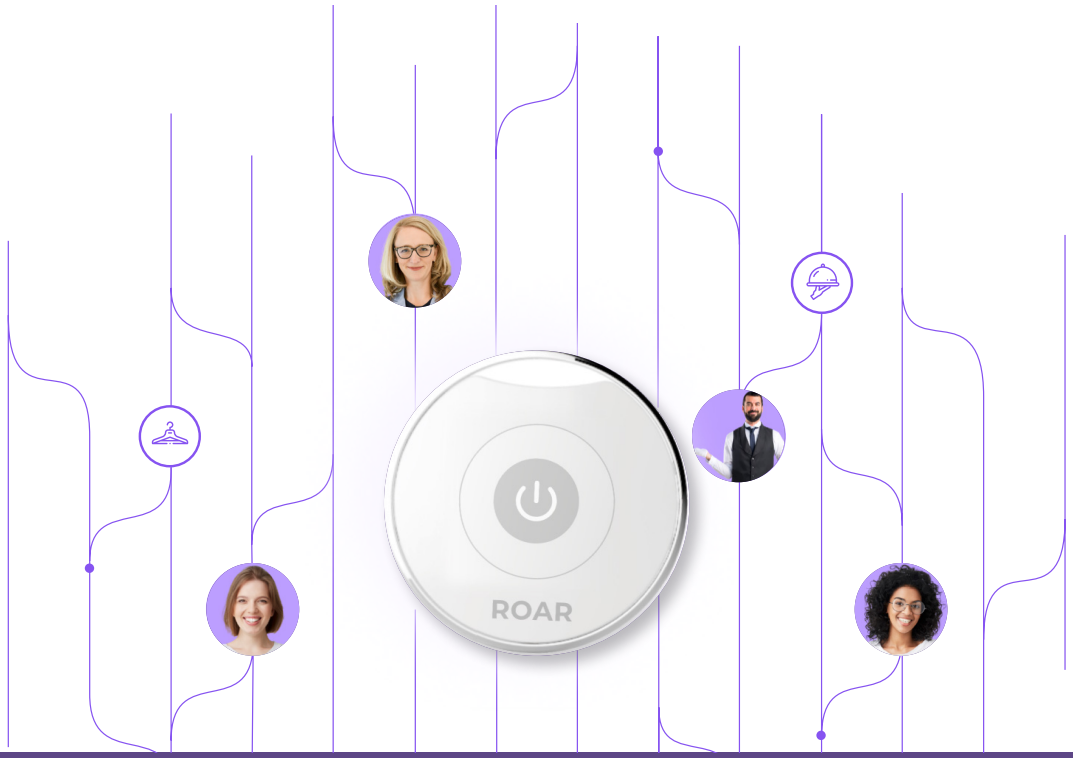
Woman-Owned

A partnership with a mission-driven, woman-owned organization



ROAR's Impact on Hilton Pasadena

The ROAR app, combined with a comprehensive network of Smart Beacons, solved the dead zone issue, offering full coverage across the entire building. Front-of-house staff and duty managers began using the ROAR system, supporting instant alerts from ROAR devices. Additionally, seeing the positive results, the sales team also requested access to the ROAR system, advocating the philosophy that *"Happy employees provide happy service."* Soon all staff members within the building had access to the ROAR system, and the hotel enjoyed a safer working environment.

Want to discover how ROAR can improve the safety of your employees, increase job satisfaction and reduce workers' comp claims?

Let's Talk