



AR HOTELS

500
Hotel rooms

**“Thanks to your products; we offer
security and cleanliness”**

AR Hotels is a group with 4 and 5 star hotels, based on the Almería coast, in Madrid and Segovia.

<https://www.ar-hotels.com>



Hospitality industry

THE CHALLENGE

As an IT project manager, what was your mission?

We were looking for a mobile solution for the different services in our hotels. We needed a reliable solution compatible with our hotel application (PRESTIGE).

How did you involve your staff when choosing this mobile solution?

We ran a test with the hotel's maintenance staff. In the past, we have tried other so-called rugged brands, but they did not last more than a month. The Crosscall products proved to be conclusive, so we equipped other departments in our hotels.

“The advantage is that all accessories are compatible with your devices”

THE CROSSCALL SOLUTION

Why did you choose Crosscall devices for the cleaning service team?

On a daily basis, the cleaning staff are constantly coming and going and moving around in humid, dusty environments, etc. They also use solvents. Crosscall products are suitable for this type of use.

You have also equipped the catering services?

Yes, with the CORE-T4 tablet. Since the Covid crisis, a paper menu is no longer an option. To provide a paper menu, we would have to plasticise it to clean it, but that's not convenient. We had started using a tablet, but it was not reinforced. It had the advantage of giving a good image, but it was fragile: if it fell, it broke. With the CORE-T4, the customer experience is completely different.

What criterion convinced you?

The possibility of cleaning the devices with hydroalcoholic gel. Since the beginning of the health crisis, this is a real advantage. Thanks to your products, we offer security and cleanliness.

What about accessories and the X-LINK in particular?

The advantage of your brand is that all accessories are compatible with your devices. Their design is entirely focused on consumer use.

In total, how many of your services use Crosscall equipment?

Six: the maintenance team, animation team, cleaning staff, catering service, security department and even the camping staff.

What is your next development step?

Continue the deployment of CROSSCALL devices with the same success as we have had so far.



CORE-T4

«In the past, we have tried other so-called rugged brands, but they did not last more than a month.»



CORE-X5

Interview with Xavier Cabrera AR HOTELS CEO