

Time for Vending?

By Robert Petersen

Any company dreams of optimizing each and every area. Even if I am not a Hotel Management expert I am pretty sure that, particularly in these harsh times, the main goal is quite simple: reducing costs and offering good quality room service.

In order to offer room service to all rooms over the phone, it is necessary to have service and kitchen personnel to cater for guests' needs. Quite a difficult, challenging and expensive task! Particularly when guests are not satisfied with the service. As a hotel guest myself, more often than not I have had to wait for hours only to find the order was already cold when it was finally delivered at my room... and the poor delivery boys never know what to say.

"Vending" could be a good solution. I am talking, of course, about not only coffee or sandwiches ... "Ready Meals". Guests would only need to have a look at the menu and walk down the corridor to the vending center of the floor. The only items needed for the service are a vending machine with ready meals at the right temperature, and a reheating area... Optimized, quick and low-cost service. Guests would not need to wait, the hotel would lower labor costs and would surely make a greater profit.

No matter what time a guest arrives at the hotel, vending machines and a minimum number of personnel could make a difference for the classic "Room Service".

