



The Metric Hotel Los Angeles, California

Introduction

Situated in Los Angeles, California, The Metric Hotel ranks as LA County's highest rated hotel on Google and is the recipient of multiple awards, including being named AAHOA's Independent Property of the Year for 2023. Featuring 28 ultra-chic guestrooms, The Metric caters to a younger traveler demographic and routinely attracts international guests from around the world. As a modern and affordable luxury hotel, The Metric aims to fully cater to the latest guest needs with amenities and perks that include a bean expresso & tea bar, express check-in abilities and EV charging stations. With today's guests also expecting to be able to their content-viewing preferences as they travel, The Metric further strives to provide the highest quality in in-room entertainment.

Challenge

In order to live up to its reputation of addressing modern guest experience expectations, The Metric's leadership team understood the importance of providing easy and secure access to personal streaming subscriptions on guestroom TVs. At the same time, the hotel also recognized that it required a solution able to ensure ease-of-use for all guests regardless of their native language and familiarity with streaming technology. To ensure high adoption rates, the ideal solution would also need to be compatible with a majority of streaming apps used throughout the world's various international regions.

After considering several options, The Metric ultimately opted for GuestCast, due to its hospitality-specific features, as well as the industry-leading reputation of HIS. Other features influencing The Metric's decision to adopt GuestCast include its ability to function seamlessly alongside existing cable or satellite provider services, as well as its full compatibility with the most commonly used hotel television models and WiFi networks. GuestCast's user-friendly design includes a simplified device-pairing process that eliminates frustrating registration forms and guarantees hassle-free interaction. The platform also offers an optional remote control featuring a casting button that allows guests to effortlessly switch between traditional channels and their own content.

“As an affordable luxury hotel that attracts travelers from around the world, we knew that we needed a reliable streaming solution that could be counted on to adapt to any language and content-viewing preference, which is exactly what GuestCast offers,” said Sumit Vanmali, Developer at The Metric Hotel. “GuestCast’s compatibility with a seemingly endless number of mobile streaming apps means that our guests can pick up from where they left off on their favorite movies and shows. With GuestCast, we can review the success of our in-room entertainment strategies in real-time and quickly correct any performance-related issue to maintain high guest satisfaction rates at all times.”

Another key factor in HIS' ability to serve hotel streaming needs is its innovative GuestCast Dashboard. A centralized online-enabled portal that connects to each GuestCast device, the Dashboard allows The Metric's staff to consistently monitor individual device health and usage in real-time. The GuestCast Dashboard also provides The Metric with the ability to measure guest WiFi service quality for each guestroom. If a network performance issue arises, property employees can leverage the Dashboard to quickly locate the source of the issue, allowing it to be swiftly and accurately addressed. Since deploying the GuestCast solution, The Metric has observed higher rates of guest TV use and notable increases in guest satisfaction scores.

Project Requirements

- Provide guests with access to virtually any streaming service subscriptions of choice on guestroom TVs.
- Ensure a user-friendly experience for guests when wirelessly connecting personal devices to an in-room streaming solution .
- Maintain reliable high quality experience for guests regardless of the number of casting devices being simultaneously used on a property's WiFi network.

Solution

- Leverage GuestCast's compatibility with 1,000s of mobile-based streaming apps in order to ensure instant access to personalized content in a user's native language.
- Provide guests with access to GuestCast's user-friendly interface and simplified device-pairing process, eliminating any need to request troubleshooting support.
- Leverage the GuestCast Dashboard to monitor streaming device health and network connectivity performance in real-time, providing the opportunity to swiftly correct any suddenly arising issues.

