

## Guest-Centric Hotel Room Key Cashless Vending

**Customer:** Ambassador Conference Resort – Kingston, Ontario

**Deployment Date:** March 2005

**Case Study Updated:** September 2008

In March 2005, in collaboration with Bell Canada as the systems integrator and the Coca-Cola Bottling Company, cStar Technologies Inc. successfully launched the industry's first wireless and cashless vending machine solution in Kingston, Ontario. cStar Technologies' SkyGate® Hospitality Vending Genie™ system was seamlessly integrated to the hotel's Property Management System and room key card system.



**General Manager – Mr. Venicio Rebelo**



The deployment was the first of its kind in the world to combine mobile phone and room key card technologies for cashless vending. Guests at the Ambassador Conference Resort are able to purchase their favorite beverages by simply swiping their hotel room key card through the machine's card reader or by using any mobile phone. The cost of the drink is then posted in real-time to the guest's room bill. A total of eight machines at the hotel are networked with cStar's SkyGate® wireless LAN devices.

Due to frequent vandalism attracted by cash in the vending machines, the hotel and the vending operator wanted to have a completely cashless vending solution that met the needs of hotel staying guests and also non-staying guests. The hotel guests use their hotel room key card for making purchases while the visitors and conference participants use prepaid cards and mobile phones. Prepaid cards are available for purchase at the hotel.

Results of the deployment include:

- A substantial increase in the vending sales, with near 50% multi-vend sales
- 100% positive hotelier feedback
- Positive guest experience and feedback
- Improvement of hotel front desk staff productivity
- Significant reduction in machine down time and service calls
- No occurrences of vandalism to the machines
- 99.9% cStar system reliability
- Hotel resources freed from providing change and overseeing vending machine out of service issues.

Offering guest room key card cashless vending has also solved the common hotel and resort challenge of providing beverage services in high-traffic and high-demand pool areas in a cost effective and guest convenient manner.

*“The owners, management and staff of the Ambassador are absolutely delighted with the cashless vending program. The ease of use, the convenience for our guests, the absolute elimination of attempted vandalism to these vending machines, the increase in usage... this is definitely a WIN, WIN, WIN, WIN solution...”  
(July 2005)*

*“We experienced a 67% increase in vending revenues in the first year of use, with an additional 17% increase in the second year”(March 2007)*

**Venicio Rebelo, General Manager, Ambassador Conference Resort**

With the implementation of cStar’s SkyGate® Hospitality Vending Genie™ system, Ambassador Conference Resort is now delivering guest-centric cashless vending services while reaping the benefits of additional revenue and operational efficiency.

If you would like further information about cStar’s SkyGate® Hospitality Vending Genie™ solution or other cStar solutions, please contact us at:

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