

### Guest-Centric Hotel Room Key Cashless Vending

**Customer:** Four Points by Sheraton – Kingston, Ontario  
~ A Starwood Hotel

**Deployment Date:** July 2006  
**Case Study Updated:** September 2008

In July of 2006, the Four Points by Sheraton in Kingston, Ontario successfully deployed Starwood's first hotel room key card cashless vending solution in their Pepsi vending machines. cStar Technologies' award winning SkyGate® Hospitality Vending Genie™ system was seamlessly integrated to Galaxy Systems, Starwood's property management system (PMS), and the room key card system.



**General Manager - Ms. Susan Freitas**



The deployment, including the necessary backend system interface setup to the hotel's PMS, was done in one day during the busy summer period. cStar demonstrated to the hotel and the vending operator that cStar's solution is uncomplicated and can be readily deployable in any hotel environment. With cStar's system, a hotel guest simply swipes their room key card in a soda vending machine located on one of the guest floors to purchase their beverage. The cost of the purchase is then posted in real-time to the guest's room bill. All the vending machines on the guest floors of the 9-story hotel are networked with the cStar's reliable SkyGate® wireless LAN devices for this cashless vending deployment.

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. Staying guests use their hotel room key card for making purchases while non-staying guests and conference participants use prepaid cards that are available for purchase at the hotel front desk. The prepaid cards are readily made through cStar's prepaid card management application module.

Results of the deployment include:

- A substantial increase in the vending sales, with near 50% multi-vend sales
- 100% positive hotelier feedback
- Enthusiastic guest 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.

*“Our guests love the convenience. Vending sales profits have soared. This room key card cashless vending is an uncomplicated solution and should be de facto for all hotels.*

*Sales from vending machines have at least doubled ...”*

**Susan Freitas**  
General Manager - Four Points by Sheraton

*“We are very pleased with the [cashless vending] system, the ease of conversion ... done on a very high occupancy day with downtime at the front desk counted in minutes. Our guests absolutely love the ease and comfort of using their room key to vend and not having to have coin or make change.*

*We are most pleased with the wonderful benefits of cashless vending as well as the impeccable service from [the cStar] team.”*

**Robert Yellowley**  
Assistant General Manager - Four Points by Sheraton

For over two years, since the implementation of cStar’s SkyGate® Hospitality Vending Genie™ system, the Four Points by Sheraton Kingston has been delivering guest-centric cashless vending services while reaping the benefits of vending profit increases.

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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