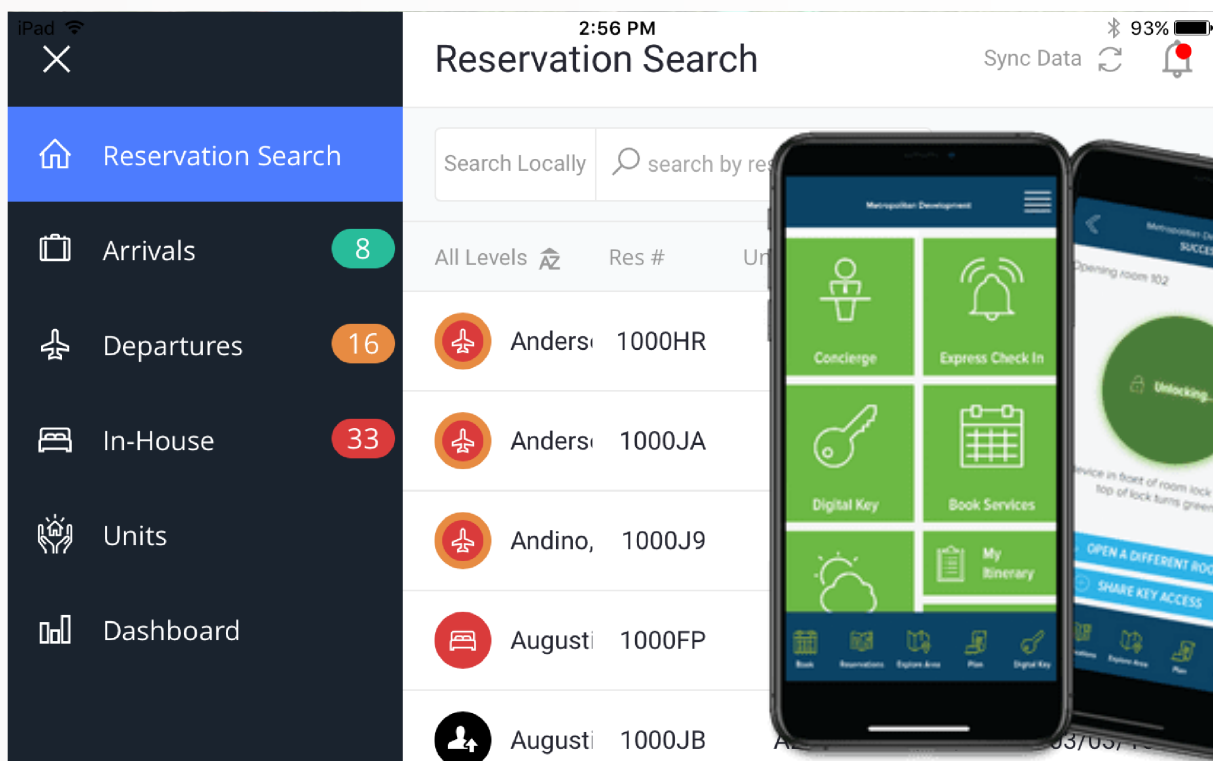


# SMIS™

## CASE STUDY:

*Six Flags Darien Lake transforms operations with a comprehensive mobile strategy*





## BACKGROUND

Six Flags Darien Lake has leveraged the power of Springer-Miller Systems' robust Property Management System, SMS|Host, to manage their unique and complex lodging inventory comprised of guest houses, modern cabins, RVs, campsites, glamping sites and full-service hotel rooms.

**SMS|Host**

Alongside their use of SMS|Host, the property has successfully implemented and embraced a mobile strategy by adding three key integrated products to their operations:

A background photograph of a campsite. In the foreground, there are wooden picnic tables on a paved area. In the background, several white RVs are parked in a grassy area with trees. The image is used as a background for the lower half of the page, with blue text boxes overlaid.

**SMS|Host Anywhere**

**SMS|Digital Reception**

**WorldNXT Mobile App**



# CHALLENGE



*“The size of our accommodations facility is hundreds of acres with multiple unit types; Guest Houses, Cabins, RV’s. We had struggled with a timely process to communicate the cleaning status of these units. We also struggled with an all around visibility into our system while physically out in the campgrounds working with the guests.”*

*– Marie Bell, IT Manager*

With a complex inventory of 160 Hotel Rooms, 75 cabins, 137 RV rentals and 450+ different campsites spread out over hundreds of acres, the sizable property proved to be a challenge to efficiently manage from the traditional desktop PMS experience. High volume days meant extended check in and wait times for guests, as housekeeping teams needed to update the status of accommodations in batches when they came back to the office throughout the day. The registration process was paper and pen requiring

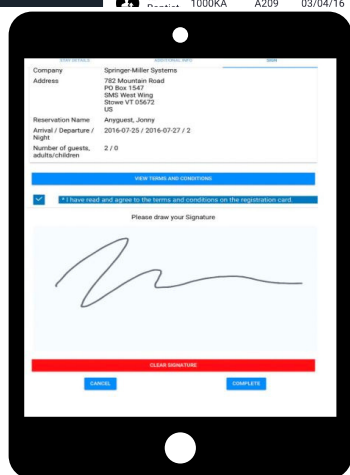
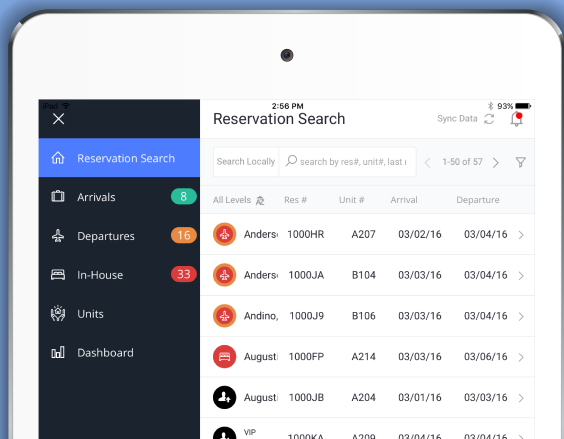
guests to physically be present for check-in and meant the property had to store thousands of documents. Communication with guests about happenings around the property and key information was limited to what was provided in email prior to arrival, or on paper collateral once on property. The property faced limited staffing resources and the urgent need to deploy solutions that reduced touchpoints and exposure to both guests and team members while still affording the Six Flags Darien Lake team the ability to provide outstanding service to their guests.

# SOLUTION

Six Flags Darien Lake successfully implemented three key mobile products, a staff-facing app, **SMS|Host Anywhere**, and two guest-facing solutions: the **WorldNXT Mobile** app and **SMS|Digital Reception**. All three Springer-Miller System solutions are seamlessly integrated into the SMS|Host Property Management System and enable staff and guests to have a low-touch, high-tech experience

## SMS|HOST ANYWHERE

A powerful and flexible staff-facing mobile app that provides functionality of the SMS|Host property management system on an app, with the freedom of not being tethered to a desktop. Staff are able to perform check ins & check outs, create room keys, manage housekeeping, perform upgrades, room moves & more



## SMS| DIGITAL RECEPTION

SMS| Digital Reception is a guest-facing solution that replaces the traditional paper registration card process with a mobile solution. The registration card is stored in SMS|Host and the Registration form is customizable by the property.



## WORLDNXT GUEST MOBILE

A fully-customizable, and branded destination app. From the app, guests are able to access detailed room, property and amenity information. The application serves as a messaging platform to guests, supporting push notifications that increase guest engagement as well as Guest spend.



## RESULTS

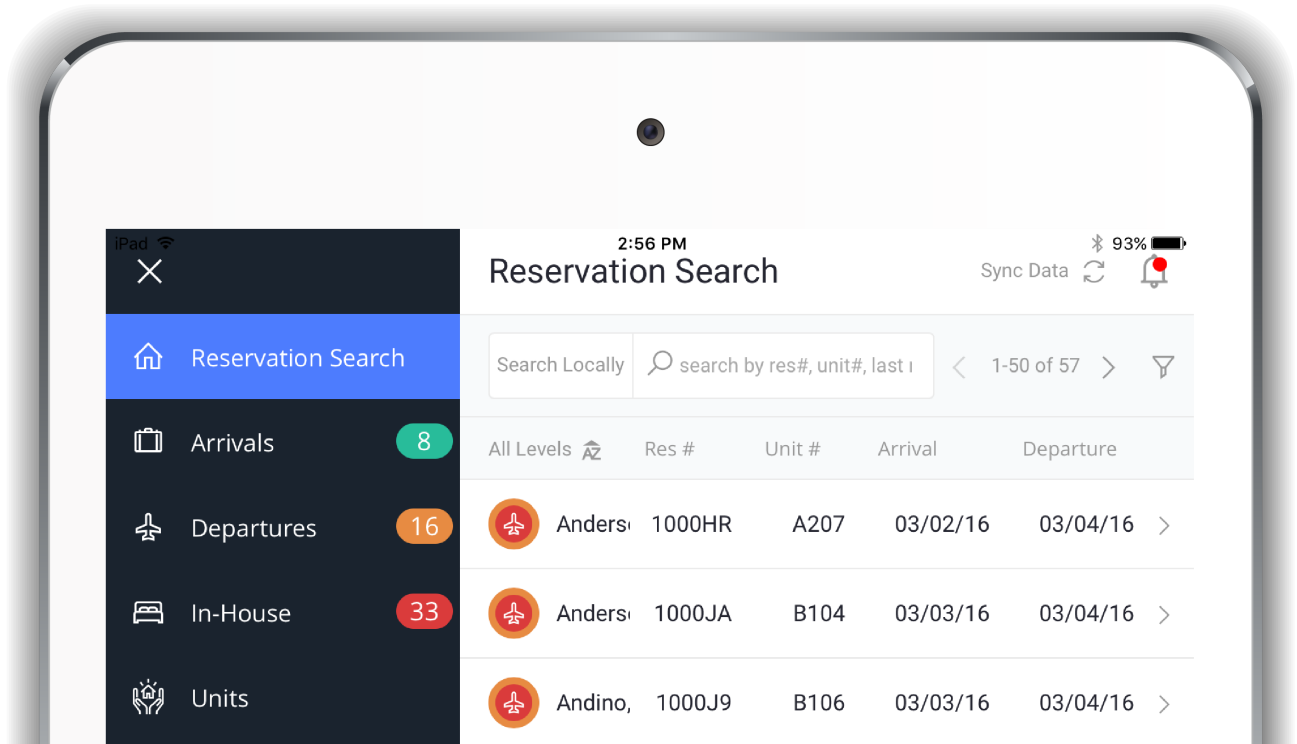
Six Flags Darien Lake implemented all three solutions and experienced immediate results. With a bit of a time crunch to get these mobile solutions deployed due to COVID19, the team found the set up and implementation to be straightforward and the apps intuitive to use

*“All three of these systems were very easy to implement. We had some planning and setup on our side, but it was straight forward and easy to understand. The SMS team worked closely with us to make sure we understood the training and knew what the next steps were. The device setup was a snap, just download the app from iTunes and assign a device ID. The apps are intuitive, so we didn’t spend a lot of time working through a learning curve before going live.”*

*– Marie Bell, IT Manager*



# SMS|HOST ANYWHERE



This staff-facing app enabled the team to expedite check-ins and check-outs, as well as increase efficiency for housekeeping. For high volume check in days, SMS|Host Anywhere reduces lines by offering an alternative check in location from the traditional front desk.

From a housekeeping perspective, the results were felt immediately. The team no longer needed to come back to a home base office or rely on a phone system to change the status of a unit. With a few taps and the power of SMS|Host Anywhere, the team is able to make adjustments on the fly, such as updating housekeeping status, changing units, adding notes, and more. The benefits of time saved, reduction of error, and increased overall operational efficiency have been evident.

*“It is a quick and convenient resource for our back of house team. The device is easy to carry and the system is easy for the user to navigate. With housekeeping, reservation visibility and unit availability, it has many uses for our team.”*

*—Marie Bell, IT Manager*



## SMS|DIGITAL RECEPTION

SMS| Digital Reception has benefited Six Flags Darien Lake in more ways than one. First and foremost, it helped the property achieve a dependable low-touch solution for their registration process as a response to COVID19. It is a simple and straightforward app that enables the property to collect custom information during the registration process (i.e vehicle information, additional guest names, email, etc) with minimal direct contact with the guest. This information is then stored on the guests' reservation, and easily accessible at any time. Long gone is the “bucket” of paper registration cards.



**SIMPLE  
DEPLOYMENT**



**PAPERLESS  
REGISTRATION**



**LOW TOUCH  
REGISTRATION**

*"Coming from being 100% dependent on paper and frequently having to dig through stacks of paper to find the right registration card, **digital reception has been a dream.** Having the information right in front of you to be able to show your staff or the guest is something I don't think we could live without anymore"*

*- Monica McNeill, Accommodations Sales Manager*



# WORLDNXT GUEST MOBILE



**45%**  
Download Rate

The WorldNXT Guest Mobile App was well received by guests, with Darien Lake experiencing a rate of 45% of all reservations for 2020 downloading the app. Its intuitive design and customizable branding features make the app a new communication channel for the property to engage with their guests.

It not only helped reduce touch points between guests and staff, but it also helped speed up the check in process tremendously. Another positive side effect of implementing the Mobile App, was that it enabled the Front Office team to complete check ins with little to no training,

*"The mobile app specifically has allowed our team to give our guests a touch point of their reservation prior to their arrival. It helps guests feel more connected to their booking vs simple email correspondence that we had previously."*

– Monica McNeill, Accommodations Sales Manager

*"Our front office training time was literally zero time because all you had to do was hand someone the iPad with the mobile app on it and they are done."*

– Brian Cousins, Accommodations Director



## CONCLUSION

Challenged with managing a complex resort that spans hundreds of acres, Six Flags Darien Lake needed to find ways to facilitate communication to guests and between staff. By implementing a suite of seamlessly integrated mobile solutions from Springer-Miller Systems, the property was able to achieve this goal. **SMS|Host Anywhere**, **SMS|Digital Reception** and the **WorldNXT Guest**

**Mobile App** have become part of the DNA that makes up the tech stack at Six Flags Darien Lake. Implementation of these solutions was simple and straightforward, and training and adoption of the apps was easy. In the short time that the property has been live with the apps, they have achieved cost savings and efficiencies that confirm there is a clear return on investment in the deployment of these solutions.

*By using the full capabilities of the WorldNXT mobile app, SMS|Anywhere and SMS|Digital Reception, it will increase your efficiency in all areas.*

*Housekeeping will be able to get faster updates via SMS|Anywhere, the front desk will be able to move faster during the check-in process and guests will get a better experience while you're saving money."*

- Matthew Ferber, Accommodations Operations Supervisor



**Immediate Cost Savings**



**Increased Efficiency**



**Better Guest Experience**





## ABOUT SIX FLAGS DARIEN LAKE

Six Flags Darien Lake's wide variety of entertainment and top-notch thrill rides has made it the Coaster Capital of New York since 1964. Located 45 minutes from Niagara Falls between Buffalo and Rochester, N.Y., today the park boasts more than 50 rides, including seven world-class roller coasters, dozens of family rides, and the region's largest water park. The property is open seasonally and welcomes overnight guests in a wide range of accommodations—from a full-service hotel and modern cabins to rental RVs, to a variety of campsites that can accommodate tent campers as well as large motorhomes. <https://www.sixflags.com/darienlake>

# SMS™

## ABOUT SPRINGER-MILLER SYSTEMS

Springer-Miller Systems is a fully integrated suite of hospitality management systems that are tailored to hotels, resorts and spas of every scope and specialty. The suite of solutions includes SMS|Host Property Management System, SpaSoft Spa Management Software, and Teres POS. With Springer-Miller's SMS|Host property management software, properties can deliver a premium guest experience backed by technology that will truly revolutionize the way they do business. SpaSoft Spa Management System represents a complete, dynamic activities management software solution trusted by five-star spas worldwide. Teres POS provides premium, guest-centric point-of-sale solutions for food and beverage and retail operations at your luxury hotel or resort.

For more information, please visit [www.springermiller.com](http://www.springermiller.com)