

# Hotel Group Gains Reliable In-Room Entertainment with World Cinema Inc.

## Sunridge Properties Hotel Group

Sunridge Properties Hotel Group, a hotel development and management company, started using World Cinema in 2015. With a growing portfolio of primarily Marriott hotels, Sunridge Properties needed a reliable, future-proof in-room entertainment system that would meet the ever-changing needs of guests, feature a favorable pricing structure and be easy to troubleshoot.

After spending much money, time and resources working with cable providers for inconsistent in-room entertainment, Sunridge Properties sought out World Cinema to eliminate a constant channel reprogramming issue and to work with a provider with easy billing methods.

## Business Objectives

1. Add consistency to channels, and prevent continual TV reprogramming due to channel outages and changes.
2. Obtain a stable contract with a beneficial, no-hidden-costs pricing structure.
3. Receive timely customer service and in-room entertainment technology troubleshooting.

## The Results

1. Significant time and money savings through World Cinema's standard and controlled channel programming.
2. Improved budgeting through an easy-to-understand, uncomplicated billing cycle and per-month pricing structure.
3. Extremely fast product support that helps to improve Sunridge's guest services.

*"The Challenge: Find reliable, innovative in-room technology for the right price."*

*The Result: In-room Entertainment from World Cinema is the Single Solution."*

## Highlights

# 1981

Established

# 30

Hotels

# 3

Regions Served-Arizona, New Mexico, Colorado



World Cinema  
TV • Internet • Voice



## The Challenges

Working with cable providers was complicated: one day TNT would be on channel 28, and the next week it would be on channel 15. These constant channel changes and sudden outages on guest room TVs were becoming a real burden for Sunridge Properties.

The constant channel changes arise from the phenomenon of “cord-cutting” that is sweeping across the country. Since cable networks and providers have lost so many subscribers who prefer to use streaming services such as YouTube, Hulu and Netflix for their viewing needs, cable companies can’t provide steady channel packages or pricing.

With every channel outage or switch came the process of manually reprogramming all the hotel guest room TVs.

“A new maintenance employee would have to go through training on how to reprogram the TVs whenever they started,” said Don Brooksby, director of technology at Sunridge Properties. “The training, along with the persistent reprogramming, was getting to the point where it was squandering a lot of valuable time and resources.”

Furthermore, the sudden loss of contracts with cable providers and expensive, complex pricing were hampering Sunridge Properties’ overall hotel operations, and ultimately, impacting the guest experience. Also, cable providers often charged huge upfront costs, while critical customer support component was also lacking.

“Guests are going to complain if the TVs aren’t working, and we do get complaints,” Brooksby said. “We want to get it fixed quickly, and World Cinema is the only provider I’ve seen that is willing to take on our customer service as its own.”



**The Result** Sunridge Properties has been converting many of its hotels to World Cinema, allowing for the hotels to maintain a future-proof product, quality technical support and a solid partnership. With a constantly changing landscape of technology and consumer demand, World Cinema is fully equipped to handle shifting market dynamics by listening to its clients and customers and making the necessary changes to reflect those needs.

The World Cinema installation is fairly easy: a technician comes in, plugs in and programs the set-top boxes, and from there the programming responsibility remains with World Cinema. With an end-to-end system monitoring solution, World Cinema can easily manage and control all the TV channels digitally while efficiently delivering streaming services and applications to guest TVs. The set-top box offers WorldVue, which allows guests to enjoy personalized streaming apps and the capability to cast from mobile devices to the TV screen. World Cinema provides an entire entertainment experience that is completely in the guests’ hands.

“World Cinema keeps the channels where they need to be, regardless of what channels are

being broadcast, and we never have to worry about that manual reprogramming process because all the channels are operating over an Internet network and going into each room through an individual, secure data line,” Brooksby said. “With its turn-key satellite system and customizable channel lineup, World Cinema has streamlined the entire installation and programming process for us, and it’s a big time-saver for the hotels.”

Big costs savings? Check. World Cinema’s per-month pricing structure was exactly the type of payment method Sunridge Properties was looking for. Furthermore, the elimination of significant capital expenditures up front has enabled more flexibility with budgeting and expanded financial resources available for other needs of the hotels. Paying for service was once a cause of budgeting stress for Sunridge management, but with World Cinema’s billing, it’s now painless. With World Cinema’s reliable pricing also comes reliable customer service, which may be one of the biggest advantages to Sunridge.

*“World Cinema getting out to a hotel and taking care of the issue instead of our maintenance crew is an absolute life-saver, as well as a godsend when it comes down to resolving the issue in a timely manner,” Brooksby said. “It’s all about making it easy for the guest. And when you can find a provider like World Cinema that makes it easy for both the hotels and their guests, that’s where you want to invest.”*

