

PROTECTION FROM HOTEL TO ARENA: HOSPITALITY COMPANY USES ONE SECURITY PLATFORM FOR SEVERAL PROPERTIES

» CUSTOMER

Greenleaf Hospitality Group,
Kalamazoo, Michigan

» CHALLENGE

Replace an existing reporting and data collection system that was inadequate due to a generic enterprise-wide database with a flexible, centralized incident reporting platform that improves communication with internal resources, law enforcement, and insurance investigators.

» SOLUTION

The Omnigo Incident Reporting platform, featuring a daily event log, a passdown log, and administrative reporting. The integrated system not only provides historical data on banned subjects/trespassers but also allows access from a mobile device.

» RESULTS

The Omnigo platform offered functions that fulfilled GHG's list of needs and added capabilities such as scheduling, data collection, customizable fields, and pattern reporting. The system provides on-demand historical data by name, property, and infraction. Analysis of collected data allows stakeholders to identify security exposures that aid budget allocation to avoid liability.

The home of Western Michigan University, Kalamazoo in Southwestern Michigan is a city of approximately 75,000 people. Owned and operated by Greenleaf Hospitality Group (GHG), the Radisson Plaza Hotel at Kalamazoo Center encompasses a full block surrounded by attractions and museums in the heart of the city. Along with the city's largest hotel, the company also owns Stadium Management Company (Wings Event Center, Kalamazoo Wings, concerts and events), as well as Blush Salon + Spa, Old Burdick's, Rio Coffee, Kalamazoo Athletic Club, Webster's Prime and Zazios Italian Restaurant and Bar, and a Starbucks. All of these entities require a fully trained security team using a powerful software platform to monitor the properties and ensure the safety of patrons.



The Radisson Plaza Hotel, owned and operated by Greenleaf Hospitality Group, is a proud centerpiece of Kalamazoo's downtown area.

The security team is deployed from the Radisson Hotel where the majority of incidents occur, since it is a large, centrally located 24-hour operation. Approximately 10 officers over three shifts are assigned to different zones and buildings depending on the event, time, and needs of the company. All on foot and carrying company-issued smart phones, officers can access the Omnigo platform from the field, pull up historical data, and create reports without leaving their posts. After spending 8 years as a security officer, Patrick Studabaker was promoted to supervisor while the company transitioned to a digital security platform. One of his predecessor's last projects, prior to retiring in 2013, was to overhaul the reporting system. "We put together a list of requirements that any new system replacing our old database had to deliver," Studabaker said. "The software needed a daily event log, a pass-down log, administrative reporting, historical data on banned subjects/trespassers, and allow access from a mobile device."

“Because of the Omnigo system, our security officers are now the first point of contact in any incident for both internal employees and responding law enforcement.”

Prior to implementing the software, paper incident logs would be typed into a generic database, which was also intended for use by several other parts of the business for everything from reporting to scheduling. The database didn't allow segregation between properties or stakeholders, so the generic approach limited the detailed reporting and access to critical data needed to offer full security to all of the company's properties.

IMPROVED DATA PRODUCES RESULTS

“The majority of security issues involved misbehavior by patrons of the hotel and arena, insurance fraud, counterfeit, theft, leaving without paying, and vandalism,” Studabaker pointed out. “Some of these incidents may have an insurance or legal element that could arise years later. For example, a lawsuit for a slip and fall might not appear until right before the two-year statute of limitations expires. Due to the narrow scope of incident reporting and evidence gathering, we found our previous system was inadequate for addressing the needs of the organization.”

The Omnigo platform offers several functions that fulfill GHG's list of needs as well as providing additional capabilities that improve its operational efficiency, such as scheduling, data collection, customizable fields, and pattern reporting. Additionally, the software enables the company to consolidate its sizable banned patrons and trespassing list—another important benefit, as the properties are centrally located, in proximity to a fairly large vagrant population. By equipping all security staff with mobile devices and body cams, GHG gave security officers more access to detailed data from the field for writing reports. With fast on-demand retrieval of historical data, security personnel are able to communicate better with local law enforcement, identify patterns of behavior, and compile a comprehensive body of evidence to defend against fraudulent insurance claims and civil lawsuits.

“Prior to implementing the platform, GHG hired the former chief of police of Kalamazoo, who trained the team in report writing, terminology, and communication,” Studabaker added. “Because of the Omnigo system, our security officers are now the first point of contact in any incident for both internal employees and responding law enforcement.” According to Studabaker, the reporting power of the Omnigo platform has influenced the distribution of resources to certain critical areas of the business in order to better protect hotel guests and business patrons, as well as the interests of GHG. “We work closely with the community, so I have highly recommended Omnigo to several organizations, including a state mental healthcare facility, with whom we periodically share data,” concluded Studabaker. “We look forward to further customizing our database and streamlining our operations using the Omnigo platform.”

» GREENLEAF HOSPITALITY GROUP

Located in Kalamazoo in Southwestern Michigan, a city of approximately 75,000 people, GHG owns and operates several large properties with public access. The company chose the Omnigo platform to improve communication and boost the effectiveness of its 20-member security team as well as reduce liability by providing officers in the field more reporting options, better access to historical data, and customized tools designed by security experts.

» OMNIGO SOFTWARE

Omnigo Software is the leading provider of public safety, incident reporting, & security management solutions for law enforcement, education, healthcare, gaming, hospitality, and other enterprises, offering easy-to-use and flexible applications that provide actionable insight for making more informed decisions. Omnigo solutions have helped law enforcement and security professionals increase staff productivity by up to 25%, reduce compliance risk, and show measured improvements in safety and security.