



# A SENSE FOR HOSPITALITY

Connexion at Farrer Park is an integrated lifestyle establishment that harnesses technology to provide top-notch service. This strategy is aced by the collaboration between key partners.

Come 2013, Connexion will be one of the world's first truly integrated healthcare and hospitality complexes, comprising a premier specialist medical centre, a private tertiary hospital, and a luxury hotel with state-of-the-art wellness and conference facilities. Professional and end user-driven by objective and design, Connexion at Farrer Park is developed by The Farrer Park Company, a group of eminent private medical and hospitality specialists with selected foreign investors.

Great service begins with vision. It is this vision that seeks out the best individuals for the job and best tools to create an unparalleled customer experience.

Dr. Richard Helfer is a director at The Farrer Park Company, spearheading this vision and concept for One Farrer Hotel & Spa. This month in THIS Quarterly, he helps illuminate what our unique complex is all about, giving us some glimpses into its brilliant functionality and exciting features.

## A Vision of Excellence

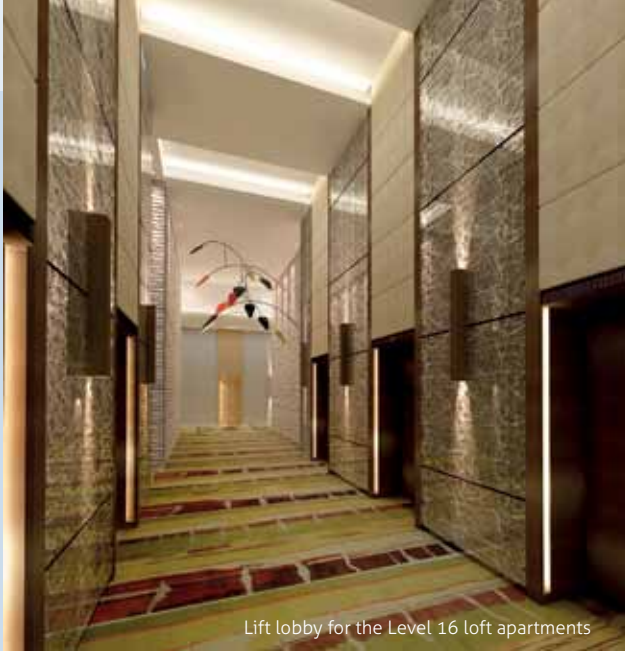
Dr. Helfer explains, "We have focused our efforts on the building of a state-of-the-art urban lifestyle complex that will be operationally successful, while serving the requirements, meeting and often exceeding the expectations of all its end users. At the same time, we are committed to establishing in Singapore a 'best of breed' healthcare, hospitality and wellness business model, which is in line with the government's efforts in making Singapore a standard setter for quality healthcare, hospitality and wellness regionally and internationally."

A facility like ours is a mixed use complex, full of ongoing operations, events, and activities, all of which are designed to excite, tantalise, satisfy, and promote the well-being of its end users. Tracking and managing all of these operations quickly and efficiently is what enables our first class standard of service. When our guest communicates a need, our staff seek to satisfy it as instantly as possible.

## Exceeding Expectations in Hospitality

Providing excellent service starts with a culture of hospitality, and what complements our well-trained, friendly and efficient staff is the technology we use to provide outstanding hospitality. Technology today allows us to be more responsive than ever, and it starts at our guests' fingertips. Our systems will allow our guests to tailor their environment at their pleasure, and provide us with immediate and detailed information about what our guests desire and, in the process, are environmentally-friendly.





Lift lobby for the Level 16 loft apartments

Dr. Helfer explains the critical importance of the partners we choose to provide these fabulous features. "Given the unique nature of Connexion's integrated business model which incorporates its core businesses in healthcare, hospitality and wellness, it is imperative that The Farrer Park Company collaborates with partners who have a proven track record in terms of their ability and agility to meet evolving market demands of the hospitality industry. The hospitality solutions that we have chosen will be able to provide One Farrer Hotel & Spa with unparalleled reliability, functionality, efficiency and control over every aspect of our hotel's operations, thereby enhancing the guest experience."

Through rigorous and careful selection, we have come to a partnership with two technology solution providers with impeccable records of service, Agilysys and Control4. One Farrer Hotel & Spa will be the first hotel in Singapore to use the full suite of Agilysys- Control4 guest-intuitive systems, thereby setting a new standard of guest satisfaction.

### **A Standard of Satisfaction, a Legacy of Service**

Dr. Helfer concludes, "One Farrer Hotel & Spa is in the midst of an ongoing process that will continue well past its opening and into the operation and ongoing refinement of the facilities, as we strive to offer the highest level of service and product, not only in the main areas of hospitality, but just as importantly in the supporting areas of lifelong wellness and nutrition, as well as the ongoing education of practitioners and end users."

The systems provided by Agilysys and Control4 seamlessly support our vision of hospitality at One Farrer Hotel & Spa. Their intuitive design helps us deliver an unparalleled experience to our guests.

We at One Farrer Hotel & Spa are pleased to partner with these industry leaders in hospitality management systems. Drawing together all of our establishment's operations into a centralised system and offering our guests new levels of influence over their personal environment will certainly complement our array of services. We look forward to offering a new standard in luxury and comfort, ensuring our guests' maximum satisfaction!

## **AGILYSYS**

Agilysys carries a worldwide reputation for guest-centric hospitality solutions. Their systems are designed to streamline operations, improve efficiency and enhance guests' experience. Agilysys serves casinos, resorts, hotels and cruise lines across the world.

When it comes to managing a property like ours, remaining agile and in-touch requires a powerful central management system that allows us to manage all of our operations from a centralised interface.

VisualOne Property Management System by Agilysys is one of the world's most reliable and robust systems. It reaches into every aspect of a hotel and spa like ours, integrating all of the internal processes and tasks of the establishment into one, streamlined and dependable interface. It handles everything from tracking housekeeping processes to accounting, spa booking and updating guest profiles. Integrating it with Agilysys' document management solution, DataMagine, will help keep us paper-less.

The point of sale is a critical moment in creating an excellent guest experience. So dependability, capability, and ease-of-use are paramount when choosing a point-of-sale system. The InfoGenesis POS by Agilysys is a powerful and award-winning system that will enable our front-line staff to focus on providing top-notch guest service.

Mr. Eric Wong, Managing Director (APAC), Hospitality Solutions of Agilysys, expressed, "We anticipate that our hospitality solutions will improve virtually every aspect of customer satisfaction at One Farrer Hotel & Spa, from reservations to dining to activities to departure. We look forward to streamlining operations and enhancing profitability for this exciting new establishment."

## **CONTROL4**

When it comes to our guests' in-room experience, we will offer them total control over their environment. Whether it is the ambient temperature or the amount of natural light, adding some music or calling for room service, the guests' rooms are their domain where they can create a personalised experience.

Control4 Suite Systems delivers this flexibility in one easy-to-use graphical interface. Mr. Edmund Chan from LivingWorks, representing Control4 in Singapore, expressed, "we are extremely excited to deliver to Connexion a complete room automation solution to all its hotel rooms. We feel that the in-room technology going into the Hotel will provide a leading edge guest experience unrivalled in the industry."

Our guests will be able to use a single remote to control draperies, lighting, room temperature, room status, television, music, and video systems. With the same remote, our guests can do everything from scheduling a wake-up call, to requesting spa services. It even allows guests to select "green" settings for light levels, room temperature and the frequency of linen changes. Guests can also look forward to shopping from the comfort of their own room. This system will offer our guests the unprecedented ability to create an environment perfectly suited for their stay.

But the user experience is only one side of Control4 Suite Systems. Our staff can also monitor the status of each room, allowing them to automatically adjust air conditioning, turn off lights and entertainment systems, and any other electronic devices in the guest room as soon as the guest checks out. This centralised control ensures remarkable savings in energy consumption, and therefore bottom-line costs. Control4 can even store guest profiles, allowing us to automatically set the room to their preferences the next time they check in.