

Choice Hotels Makes the Right Choice to Migrate Customer Service Management and Remote Support to the Cloud

The ScreenMeet Customer



Choice Hotels International is one of the largest and most successful lodging franchisors in the world. Choice currently franchises more than 7,000 hotels, representing nearly 570,000 rooms, in more than 40 countries and territories. Ranging from limited service to full-service hotels in the upscale, midscale, extended-stay and economy segments, Choice-branded properties provide business and leisure travelers with a range of high-quality, high-value lodging options throughout the United States and internationally. The company reported annual income in excess of \$216M in 2018.

The Challenge

How can a rapidly growing international franchisor, known for a rich history of industry-leading innovation, streamline its process of onboarding and supporting an ever-expanding collection of franchises around the world that are reliant on its corporate software solutions to manage a host of business processes?

The Set-Up

Starting with its incarnation as the world's first hotel chain back in the 1930s, Choice Hotels has prided itself on setting the pace for innovation in the hospitality industry through the decades. Over the years, Choice Hotels introduced the world to such new concepts as 24-hour desk service, in-room telephones, 24-hour-a-day, toll-free reservations, and brand segmentation to widen its appeal among the broadest possible range of travelers.

Operating sales, development and corporate offices around the world, Choice Hotels has added many hundreds of new franchises to its stable of properties each year for the past several years. To support its increasingly complex and distributed business operations, Choice Hotels maintains a suite of proprietary software solutions that its franchisees utilize to facilitate both customer-facing and back-office functions.

In the new Millennium, Choice Hotels introduced the industry's first massively-distributed, Internet-based property management system. Supporting both existing and new franchises on the company's various software solutions has grown commensurately complex as its network of properties has expanded.

It was clear to corporate leadership that Choice Hotels needed to apply its penchant for innovation to its remote technical support operations.



The Opportunity

Choice Hotels was looking for a modern remote desktop solution that would be compatible with their ServiceNow CSM instance. Their primary objective was to provide support for franchises that are either installing, upgrading or troubleshooting corporate software solutions for managing reservations among other typical business processes, and they had a list of requirements that the successful vendor would have to satisfy:

- The remote support solution would have to improve mean time to case resolution.
- It would have to ensure simplicity for both the support agent and the end user.
- It would have to scale easily to accommodate the company's ongoing growth.
- It would have to support data analytics to bring continuous improvement to the remote support process.

The ScreenMeet Solution

Choice Hotels was committed to ServiceNow CSM. As they evaluated a number of remote support solution vendors to find the most robust solution that was compatible with ServiceNow, ScreenMeet quickly rose to the top of the list.

Cloud-Native Architecture: Unlike legacy remote support tools, ScreenMeet's architecture is cloud-native. Choice Hotels appreciated that as a fully SaaS model, ScreenMeet would not require Choice Hotels to dedicate their own IT resources to maintaining software or commit to a fixed number of seat licenses. ScreenMeet is fully scalable, enabling every remote support agent on the ScreenMeet solution regardless of how or where the company's remote support organization grows. And as Choice Hotels operates as a global company, the SaaS model also allows ScreenMeet to provide localization services around the world.

Integrated Agent Workflow: Deep integration between ScreenMeet and ServiceNow means support agents can take advantage of an integrated agent workflow. Remote support is offered as a button from within a ServiceNow case. By enabling Choice Hotels remote support agents to launch end-user support sessions directly from within the ServiceNow interface, the process of opening and ultimately resolving a new support case is greatly expedited and simplified. And, when necessary, permissions escalation from user to admin access is a seamless operation for the support agent.

Simplified End-User Experience: By the same token, the intelligent integration between ScreenMeet and ServiceNow greatly simplifies the end-user experience, as well. End users looking for support can start screen sharing with support agents in as few as three clicks from within a browser, regardless of operating system. And ScreenMeet is fully featured on PC, Mac, Android and iOS devices, so end users can get the same simple, seamless support they need regardless of the operating system they are using.

Enhanced Data Security: The API-first approach ScreenMeet takes in its integration into ServiceNow yields another benefit for Choice Hotels, its franchisees, and their customers.



Because ScreenMeet operates as a feature within ServiceNow, security of personally identifiable information (PII) is greatly enhanced. Data does not have to travel between independent environments.

Complete Session Data Capture: One final attribute of the ScreenMeet solution sealed the deal for Choice Hotels: ScreenMeet's ability to capture and record all session data directly within the ServiceNow case. Through the ServiceNow integration, all session data are written back into the case for easy retrieval by the support agent and for broader analytics by IT Operations.

The Pay-Off

Choice Hotels was looking for a better way to deliver remote IT support to its growing list of franchisees. What they found was a thoroughly modern, web-based remote desktop solution that they could deploy within their ServiceNow CSM instance. This champion of innovation is leveraging ScreenMeet's data recording capabilities to identify common and frequent user issues with the software their franchisees rely on. They are retuning their IT operations to head off these issues before new franchisees encounter them. And they are reducing mean time to resolution by simplifying their approach to remote support.

This all adds up to the kind of process improvements that established Choice Hotels as a leader in its category and furthers the innovation that Choice Hotels has long been known for.

Find out how your organization can transform its enterprise remote support to deliver superior customer experience.

The Scoop on ScreenMeet

ScreenMeet was founded in 2015 by online meeting and customer support veterans to build a new generation of web-based, enterprise tools for customer support and IT help desk at the world's largest companies. For enterprises seeking to deliver exceptional person-to-person customer support experiences, ScreenMeet provides purpose-built support software that integrates with CRM and ITSM platforms made with the latest web technology.

If you're ready to transform your enterprise's approach to remote customer support, **let's talk**. We'd love to show you how next-gen remote support from the cloud can delight your agents and customers, alike.



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