

Service Optimization Platform for Hotels Streamlining Operations, Maintenance, Guest Request and Staff Communications



Scott Schaedle
Founder & Chief Executive Officer

Quore
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Interview conducted by:
Lynn Fosse, Senior Editor
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CEOCFO: Mr. Schaedle, what is the concept behind Quore?

Mr. Schaedle: We are a service optimization platform. Which means, we streamline hotel operations, from guests requesting towels, to preventative maintenance. Quore provide the schedule of things need to be done, how to do it and the following process. However, it is really all about the how the hotel's staff communicate with each other between shifts, departments and management.

CEOCFO: Are these functions typically done with one system or is it somewhat advanced to have it all in one place?

Mr. Schaedle: Historically, they were done with many different tools. Before I built Quore you would see one software for things like preventative

maintenance and another one for guest requests and work order. Along with these tools you would also see post-it notes and radios. Therefore, you would walk into an advanced hotel and they would maybe have two or three systems, radios and post-it notes. I never felt that was an efficient way to communicate.

Coming from a design background I am a big believer in muscle memory and you need to create a habit. Therefore, I wanted to build a solution where all of this was done in one place, and in turn that the staff would instinctually know where to post a work order. That is why Quore handles everything except the check in and checkout process of the hotel operations.

“At Quore we always start from the designers prospective and not from the engineering side. The first question we ask ourselves is, how should it look? How will it feel? When you focus on the user experience first, you can almost guarantee the users will find it friendly and intuitive.” - Scott Schaedle

CEOCFO: Are the guests also able to communicate this way?

Mr. Schaedle: We have channels that allow guest to communicate with the hotel's staff through texting and other messaging media, which is big trend in the hotel industry today. However, we like to stay behind the scenes, because a guest is not going to download a Quore app to chat with the hotel and are more likely going to download the brands app.

CEOCFO: How have you been able to develop something that is really user friendly and intuitive?

Mr. Schaedle: Simple, if the development team feels the need to explain how a feature is supposed to work, I immediately tell them that it needs to go back to the drawing board. This is because I am a firm believer in if you need to have a manual to teach the user how to use the software then you failed a to make a great piece of software. No one has