



Situation

Allure Las Vegas Condos, a prominent multi-dwelling unit, faced significant challenges in providing an optimal entertainment experience to its discerning residents. Frustration mounted due to frequent service calls and maintenance, as well as the inherent limitations of satellite-fed channels. The customer support from Allure's entertainment provider had lost its way and was focused on other segments of the market. This led to oversight that prompted complaints from its affluent residents, who expected seamless service in their high-end condominiums.

"Our provider struggled with outdated technology and inadequate service," said John Mitchell of C3 Services, Allure's technology integrator. "We needed a competitive edge that aligned with Allure's luxury brand." John explored new options, wanting a system without complicated hardware that would break down and take up valuable space on Allure's premises. Recognizing the need for innovation, he turned to a trusted contact from his previous experience, Adam Jones, National Account Executive at Groove Technology Solutions. "I really trusted Adam because a relationship had been built over the years, and he was our problem solver," John said. "After talking at length several times with Adam, I saw a demonstration, and Groove's program looked really good."



Solution

Groove Technology Solutions emerged as the ideal partner for Allure Las Vegas. It offered a comprehensive solution tailored to the industry's unique requirements, including the introduction of DIRECTV STREAM.

To address the challenges posed by traditional satellite setups, Allure transitioned to a more robust, internet-based operation. This not only improved entertainment services for its residents but also addressed the need for increased bandwidth.

The Groove team's commitment to customer support ensured Allure's residents enjoyed a smooth transition to the new system. Their proactive approach to client education that included multiple on-site training sessions helped the residents understand how they could now independently oversee every aspect of their accounts without enduring cumbersome approval processes. These sessions facilitated increased customer adoption and minimized potential issues.

Allure found the perfect partner in Groove, which proposed the cutting-edge DIRECTV STREAM. Transitioning away from the traditional satellite based services to this internet-based platform meant not only elevated entertainment opportunities but also a significant boost in bandwidth and introduced a self-service technology for residents.

Solution continued

A key feature of Groove's approach was their dedication to customer support, which included on-site training sessions. This empowered residents to manage their accounts independently, reducing the need for service calls, effectively putting the power of entertainment execution in their hands.

John continued "The switch to a more user-centric system was a game changer. It has streamlined our operations and significantly reduced the burden of hardware maintenance. We have eliminated the headaches of service calls because the decision making process is controlled right there with the resident. I'm really happy."

Benefits

Operational Efficiency

The shift to DIRECTV STREAM resulted in a self-service model, dramatically cutting down on service calls and enhancing the residents' experience.

Hardware Simplification

The new system eliminated the need for extensive hardware requirements, resulting in reduced maintenance issues and increasing reliability.

Enhanced Mobility

Residents enjoyed the flexibility of streaming on various devices, enhancing their ability to control multiple properties and complementing their mobile lifestyle.

Robust Customer Service

Groove's quick response to any issues solidified their reputation for exceptional customer support earning high praise from John: "Within twenty-four hours, any issues were under control."

Conclusion

Groove Technology Solutions' intervention at Allure Las Vegas is a testament to how technology solutions being developed for the MDU market can transform living spaces into modern, luxurious environments. With the successful integration of DIRECTV STREAM, Allure has established itself as the new standard in residential entertainment, aligning perfectly with the lavish lifestyle of its residents and the ever-increasing expectations of the Las Vegas lifestyle.

"Groove represents advanced technology in the services it offers. I am very happy with Groove's support and look forward to expanding our partnership in more of our properties."

– John Mitchell,
Technology Integrator,
C3 Services

