



# How The Ranch at Laguna Beach Reduced Guest Phone Calls by ~70% Without Losing the Human Touch



**The Ranch at Laguna Beach** is a luxury coastal resort known for its intentional design, wellness-driven experiences, and highly personalized service. Every interaction is meant to feel thoughtful — never transactional.

For the team at The Ranch at Laguna Beach, technology must quietly enhance hospitality, not interrupt it.

**The Challenge:** Staff were spending too much time managing constant phone calls for requests, dining orders, and basic information.

In a luxury environment, even small delays feel magnified. Phone-based service requests pulled staff away from in-person moments that mattered most, creating operational noise in a setting designed for calm.

The goal wasn't to automate hospitality — it was to reduce friction without reducing warmth.

**The Solution:** Unified, In-Room Digital Engagement

The Ranch at Laguna Beach implemented the INTELITY platform with a focus on:

- In-room tablets as a primary guest interaction point
- Mobile first digital interface for in-room dining (IRD) and amenity discovery
- Clear, intuitive workflows for staff behind the scenes
- QR codes to offer convenience to guests and operational efficiencies to staff for both their off-season pool experiences and ordering from their Harvest restaurant.

Rather than replacing human service, the platform added a new, seamless communication channel giving guests control while giving staff breathing room.

## The Results: -70% reduction in guest phone calls and reduced operational friction for in-room dining, without adding headcount.

The impact was immediate with fewer interruptions for staff and faster, more accurate service fulfillment for guests.

“Guests appreciate having instant access to menus and ordering without needing to flag down staff.”

Strong usage of in-room dining significantly reduced friction for both guests and staff with more clear and accurate orders and fewer back and forth calls.

“With expanded in-room amenities and dining options presented digitally, guests engage more deeply with on-property offerings and feel more connected to the property.” Engagement increased without feeling pushy or promotional.

Plus INTELITY provides consistency with information, pricing, and availability remaining accurate and up to date in real time.

“INTELITY helps us be more efficient all around by being able to reduce staff tasks and reduce phone calls to the front desk. It continues to streamline our operations.”

— RJ Bear, Assistant General Manager, The Ranch at Laguna Beach

“Overall, INTELITY helps us enhance the guest experience by offering autonomy and transparency, while supporting efficient, high-quality service behind the scenes.”

## In Summary



The Ranch and Laguna Beach's experience highlights a critical insight for luxury operators:

**The best technology doesn't feel like technology at all.**

By reducing phone calls, simplifying service requests, and making amenities easier to discover, The Ranch at Laguna Beach preserved what matters most which is calm, personal, human hospitality — while removing the chaos guests never see but staff feel every day.

Technology works best when guests barely notice it. INTELITY helped The Ranch at Laguna Beach quietly remove noise, restore focus, and elevate the guest experience.