

INTELITY | CUSTOMER STORY

## How GEMS 2.0 Changed the Conversation at Sensei Porcupine Creek



**Porcupine Creek** is an ultra-luxury private estate in Rancho Mirage California near Palm Springs, where guests retreat to a thoughtfully curated mix of villas, casitas, and main-house rooms. Service is defined by the things you don't have to ask for such as pre-arrival preferences anticipated, wellness, golf, and tennis experiences personalized, and private buyouts and weddings choreographed end to end.

For a property of this caliber, every system behind the scenes must support a service model built on intimacy and discretion. Technology has to know its place by quietly enhancing hospitality, never interrupting it.

**The Challenge:** INTELITY was working, but the team had only scratched the surface of what it could do.

Before GEMS 2.0, Porcupine Creek used INTELITY primarily as an in-room dining and tablet content tool. The interface was unfamiliar enough that broader team adoption never took hold. Most users who were given a login simply chose not to engage with the dashboard once they saw it. The IT department carried the bulk of the platform work, with Food & Beverage stepping in for in-room dining orders.

For a property that already invests heavily in personalization, maintaining detailed guest preference records through their internal Oasis system to ensure every return stay builds on the last, that disconnect mattered. The platform's wider potential, from service requests to guest engagement to personalization, remained largely untapped.

### **The Solution: A More Intuitive Platform with GEMS 2.0**

The migration to GEMS 2.0 reset the team's relationship with the platform. The new interface was designed to be immediately legible. Features behave the way users expect, and most workflows make sense without a walkthrough. The results were felt almost immediately:

- Ryan, who leads Food & Beverage, reported being noticeably happier with the new system

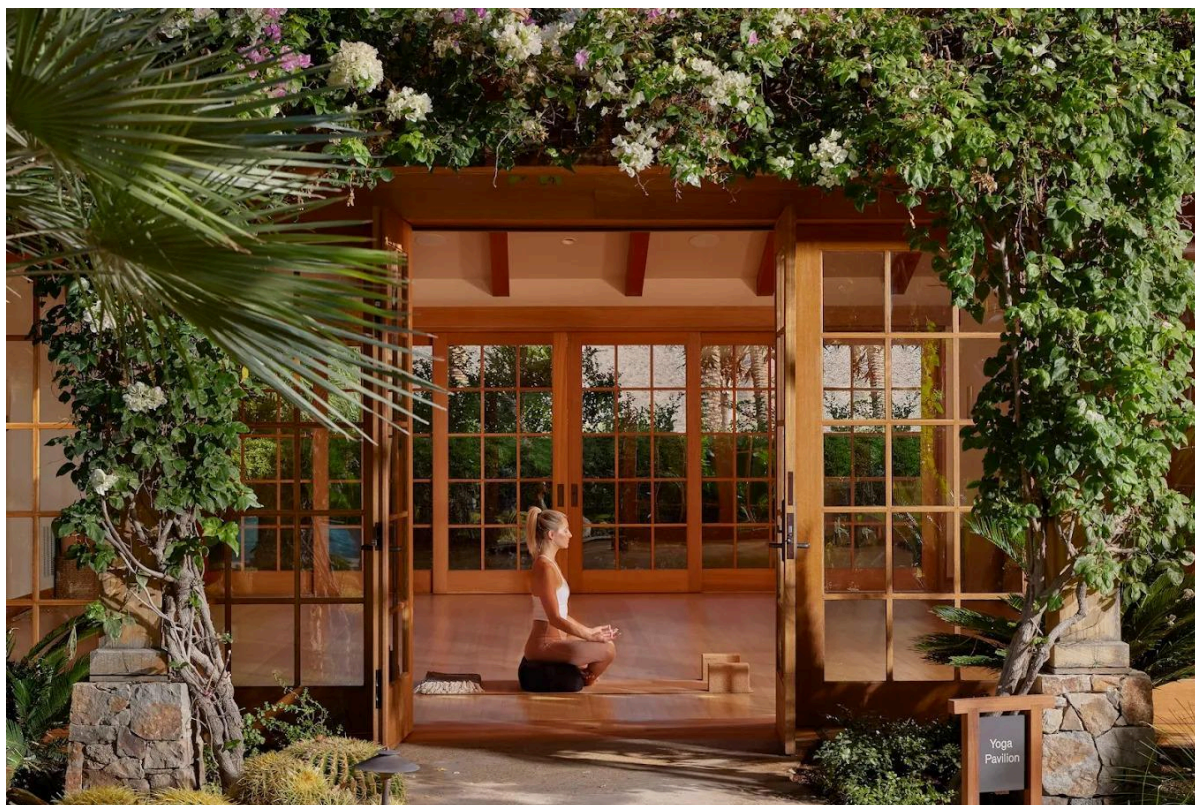
- IT Manager Joel Walker found the interface intuitive enough that tasks which previously required a support call now made sense at a glance
- Content management felt approachable for the first time and the team could see themselves owning it day to day
- Conversations naturally expanded beyond in-room dining into the full breadth of what INTELITY can do



*Before GEMS 2.0, I'd reach out to INTELITY because I just didn't know how to manage content. After being walked through the new interface, most of it made sense without much explanation. It was straightforward and obvious.*

**— Joel Walker, IT Manager, Porcupine Creek**

---



*The Yoga Pavilion at Porcupine Creek — wellness is central to the guest experience.*

## Key Results

**The migration didn't just upgrade a system. It changed the customer conversation — from “we use this for in-room dining” to “there may be a lot more we can do with this platform.”**

After GEMS 2.0, the dialogue with Porcupine Creek shifted from narrow, dining-focused use cases to platform-wide exploration. Joel began surfacing new opportunities across nearly every part of the operation:

### Service Requests & Work Orders

Even though the team currently uses Alice, Joel asked what it would look like to consolidate service requests and work orders onto INTELITY with mobile access, assignments, statuses, automation, SLAs, escalations, and recurring work orders.

### Poolside Service

Joel raised QR-code-driven poolside menus as a potential use case for digital ordering, curated recommendations, and natural upsells.

### PWA Access & Guest Adoption

With PWA now in play, the conversation opened up around captive Wi-Fi portals, QR codes, and digital compendium entry points to drive engagement beyond the in-room tablet.

### Analytics

Joel described himself as a huge fan of analytics, wanting visibility into what guests are using, which pages they visit, and where behavior reveals service opportunities or operational red flags.

### Targeted Content & Personalization

With growing buyouts, weddings, and specialized events, Joel was interested in delivering specific content to specific rooms or groups. Their existing investment in the Oasis guest profile system also aligns closely with INTELITY's direction on guest profiles and preference-driven personalization.

### Multilingual & Global Readiness

With global expansion on the horizon, multilingual content and consistency across future locations have become increasingly important.

## AI Concierge

Early conversations introduced AI Concierge providing property-specific knowledge, guest personalization, testing and confidence scoring, and identifying gaps where the bot needs to learn.

---



*There may be a lot more we can do with this platform.*

— Joel Walker, IT Manager, Porcupine Creek

---

## In Summary

Porcupine Creek's migration is one of the clearest post-GEMS 2.0 signals we've seen: when the platform becomes intuitive enough for everyday users to own, it stops being a tool used by one or two departments and starts becoming the connective tissue of a property's service model.

For an ultra-luxury property where personalization is core to the service model, not a nice-to-have, GEMS 2.0 didn't just upgrade a system. It expands what the customer believes is possible.

---

## About INTELITY

Intelity is the #1 unified guest experience and staff management platform for hotels, casinos, and luxury residences worldwide. With its award-winning mobile apps, in-room tablets, and GEMS® guest engagement platform, Intelity provides a seamless bridge between guests and staff. Now powered by Nexus AI, Intelity is future-proofing the industry with intelligent, unified solutions that enhance satisfaction, streamline operations, and increase revenue.