

OMNI HOTELS

WHO THEY ARE

<https://www.omnihotels.com/hotels/dallas>

Omni Dallas Hotel is a 1001 room luxury hotel, located in downtown Dallas, Texas. Connected to the Dallas Convention Center via sky bridge, the hotel often is at the center of high profile events in the area.

OMNI  HOTELS
& RESORTS



Omni Dallas Hotel used Trumpia to keep employees safe and informed during the Dallas police shooting.

CHALLENGE

With over 650 employees, the Omni Dallas Hotel was searching for a way to effectively communicate with their associates about parking logistics. However, when tragedy struck the Dallas Police Department within close vicinity of the hotel, Omni Dallas needed to immediately communicate with employees to inform them the hotel was safe.

OMNI HOTELS

It was very helpful to be able to notify all associates at one time. We were able to quickly get in touch with Trumpia staff to get a time restriction exemption, allowing us to message everyone during the event and through the night. It's very comforting and brings great peace of mind to know that we can reach our entire team during events like this.

Julie Palmer,

Associate Director of Human Resources

SOLUTION

Typical employee communications included 1-3 messages a week, coordinating their employees and boosting attendance at company events. But, during this particular crisis, the priority immediately became notifying all employees of the situation and the security of the hotel. Fortunately, Omni Dallas was able to use the very same mass communication system they regularly utilized, Trumpia, for this special case. In the 24 hour period following the event, the hotel sent four messages. Their content were:

- #1 & #2 - Immediate alert, saying the hotel has been secured & that the police have checked and given the "all clear".
- #3 - An update about safe parking with downtown road closures.
- #4 - Notify employees about an internal town hall meeting to discuss the event.
- #5 - Final updates to reassure the team.

The Omni Dallas Hotel was able to immediately notify all employees of the event, keeping them and their guests safe as the crisis progressed.

