



snapfix

CASE STUDY

HOSPITALITY

Who:

A hospitality professional with 30 years of experience, John O'Grady has successfully implemented Snapfix across multiple properties

Situation:

Managing hotel operations across different properties required juggling multiple communication channels, manual note-taking, and inconsistent accountability measures

Solution:

Snapfix became an essential tool for tracking maintenance, ensuring compliance with fire safety regulations, and improving overall hotel management

Impact:

Maintenance issues that previously lingered unresolved are now addressed promptly, improving guest satisfaction

From Chaos to Clarity: John O'Grady's Journey with Snapfix

About John O'Grady, Hotelier

With a career spanning three decades, John O'Grady has managed operations at some of Ireland's most well-known hotels, overseeing everything from guest services to consultancy work. Throughout his career, he encountered recurring operational challenges that are all too familiar to hospitality professionals: maintenance issues slipping through the cracks, delayed repairs impacting guest satisfaction, and inefficient communication between teams.

O'Grady's experience highlighted the critical need for a reliable system that could simplify task management while ensuring accountability. Traditional written notes and multiple channels of communication often led to errors, overlooked tasks, and unnecessary delays. While digital solutions existed, many were complex and required extensive training, making adoption difficult.

When O'Grady discovered Snapfix, he immediately recognized its potential to bridge this gap. The platform's photo-based system made it easy for staff to report and resolve issues without any technical training. John O'Grady's success story with Snapfix is a unique one as he has now introduced it to multiple hotels and recommends its use to every hotelier.

"I look at Snapfix every day out of habit. It's part of our department head meetings— 'Any issues in Snapfix? Anything not completed?'"



Before Snapfix

Hotel maintenance at each location was often a highly inefficient and disorganized process. Communication was spread across multiple platforms like Slack, phone calls, and email, making it difficult to track issues effectively. As a result, maintenance requests were frequently lost, overlooked, or delayed. Compounding the problem, tasks were logged manually on paper, increasing the risk of misplaced notes and incomplete follow-ups. Safety audits and fire safety checks also suffered from a lack of real-time tracking, creating gaps in accountability. There was little assurance that critical tasks were being completed thoroughly – employees could simply tick a box without real verification, a concern that was especially prevalent during night shifts when oversight was minimal.

O’Grady recalled a particularly costly incident from his years in the hospitality industry, one that could have been entirely avoided with a system like Snapfix in place. A high-profile hotel was on the verge of securing a lucrative €25,000 wedding booking when the prospective client noticed a moldy wall during their second visit. The issue had remained unresolved for months, despite having been visible during their initial tour. Expecting it to be fixed by the time they returned, the client was disappointed to find it unchanged, raising concerns about the hotel’s overall upkeep and attention to detail. Unwilling to take the risk, they ultimately chose to book their wedding elsewhere, resulting in a significant financial loss for the hotel. Reflecting on the situation, O’Grady imagined how different the outcome could have been if Snapfix had been available at the time.

Why Snapfix

John O’Grady identified Snapfix as the ideal solution because it addressed the core challenges of hotel maintenance in a way that was simple, adaptable, and cost-effective. Anyone, regardless of their technical skill or language proficiency, could quickly adopt the platform, making it accessible to all staff members, from housekeeping and maintenance teams to senior management.

Another key advantage was Snapfix’s flexibility. Every hotel operates differently, with unique maintenance needs and workflows. Snapfix could be tailored to fit any environment, ensuring that teams could create a system that worked specifically for them. This adaptability meant that the platform could be deployed quickly and used effectively across various hotel types with extensive facilities such as multiple buildings or large golf courses.

“I was sort of dubious at the beginning. But to be honest, Snapfix is so easy to use. I thought I’d have to go around every single staff member to explain it, but no. It’s really, really slick—very easy to use.”



John O’Grady, Hotelier

Beyond usability, Snapfix also delivered a strong financial return on investment. By preventing maintenance-related revenue losses, it directly contributed to a hotel's bottom line. Unresolved issues that once went unnoticed for months, leading to costly repairs, safety violations, or lost bookings, could now be proactively managed and resolved in real-time.

Operational Transformation with Snapfix


The adoption of Snapfix marked a significant shift in how maintenance and operations were handled at each hotel. Initially, it was primarily used for reactive maintenance, allowing staff to report and address issues as they arose. However, as O'Grady's hotels began to recognize its broader capabilities, its role expanded dramatically. Snapfix became instrumental in establishing standardized operating procedures, enhancing fire safety compliance through NFC-tagged fire walks, and even for lost and found management to improve guest service.

With Snapfix in place, each hotel eventually transitioned from a reactive approach, where maintenance was only addressed when problems became critical, to a proactive, structured system. This shift resulted in greater accountability across departments, as tasks were now visibly tracked and assigned in real-time. Management had clearer oversight of ongoing work, ensuring that safety hazards were addressed promptly and maintenance standards were consistently upheld. Additionally, insurance risks were significantly reduced, as compliance measures became easier to track and verify.


The reporting features of Snapfix also enabled O'Grady to make data-driven decisions regarding contractor needs. By analyzing maintenance trends, he could identify peak times when additional staff were required, ensuring efficient resource allocation. This strategic approach maximized revenue by keeping unnecessary costs down.

Snapfix's Impact on Guest Experience

The improvements brought by Snapfix were not just felt internally; guests also noticed the difference. Faster response times to maintenance issues meant fewer complaints, leading to better online reviews and compliments from regulars. Facilities remained in top condition, enhancing the overall guest experience and reinforcing brand reputation.



“Insurance is a massive problem in hotels. If things aren't addressed quickly, claims happen. With Snapfix, staff are actively looking for issues, recording them, and resolving them before they escalate.”



“It's very useful for night porters doing checks at night, tracking maintenance issues, and ensuring safety. Before, things could get missed—now everything is logged and visible.”

The efficiency gained from Snapfix also translated into higher staff morale. Employees felt more empowered knowing they had a system that supported them, reducing frustration and miscommunication. This contributed to a more collaborative environment, further strengthening the level of service provided to guests.

In the long run, Snapfix didn't just change how maintenance was managed, it transformed hotel operations as a whole, creating a more efficient, accountable, and guest-focused hospitality experience.

Conclusion


John O'Grady's experience demonstrates the power of a smart, simplified approach to hotel operations. By replacing outdated communication methods with Snapfix, multiple hotels have achieved greater efficiency, improved accountability, and an increase in repeat guests. The platform's ease of use and adaptability ensured widespread adoption, even among initially reluctant staff. These hotels continue to discover new ways to leverage Snapfix, making it a key part of their day-to-day operations. As O'Grady put it, "To take Snapfix out of a property would be a crazy decision."

For hospitality professionals looking to eliminate inefficiencies and elevate their service standards, Snapfix offers a proven solution and is a "no-brainer" according to O'Grady. His unique success story highlights the real-world impact of implementing a structured, user-friendly system that not only prevents costly mistakes but also creates a culture of proactivity and continuous improvement. In a competitive industry where guest experience is paramount, Snapfix provides the clarity and control necessary to maintain excellence.



Want to experience the same success?

Get in touch with our sales team to schedule a free demo or visit us at snapfix.com.



"Snapfix just minimizes the vastness of a property into one small app. It gives accountability—you take a picture, assign it to a user, and add a location."

Snapfix is perfect for

- Reactive maintenance*
- Planned maintenance*
- Fire safety checks*
- Guest requests*
- Compliance*
- Lost and Found*