

Case study: Windsor Capital Group Hotels



Location: California, Georgia, Nevada and North Carolina

The client

Windsor Management Services is the property division of Windsor Capital Group (a.k.a. WCG Hotels), a hotel management company. WCG Hotels operates full-service, select-service, focused branded and independent hotels throughout the United States, such as Embassy Suites by Hilton, Renaissance and Marriott, and has successfully managed IHG, Starwood and other independent properties, as well as many other nationally recognized brands.

The challenge

The client struggled to find a provider that could be a one-stop shop, while providing a time-sensitive turnkey project implementation experience for their hotels; one that could prove not to be disruptive to guests and hotel staff. They needed a trusted partner to lift an otherwise heavy burden from their internal staff by managing the process end-to-end, allowing them to focus on the guest experience, not installing TVs.

The solution

WCG contacted Best Buy Business to inquire if we could sell them hospitality TVs, in general, as they weren't aware that we provided business services. Over the course of 6 months, each property was visited to deliver a turnkey packaged on-site solution, which no other provider was able to match—both from a cost-savings and professional installation standpoint. Best Buy Business was able to leverage their partnership with LG to provide them with a great price structure, along with an additional 3-year warranty on all TVs at no cost to Windsor Capital Group.



Photo: Embassy Suites by Hilton, Santa Ana Orange County Airport location

The implementation

The first phase of the 2016/2017 project consisted of the installation of 2,762 commercial TVs across 7 different properties, with an added 1,270 TVs scheduled to be installed over a remaining 3 hotel properties for 2018.



Photos left to right: Geek Squad Installation Team, 600 LG TVs ready to be unpacked, TVs set up and prep.