

Westin Desaru Coast Resort

Westin Desaru Coast Resort Reinvents Guest Engagement with CAYIN Digital Signage

BRIEF PROFILE

Place: Malaysia

Industry: Tourism

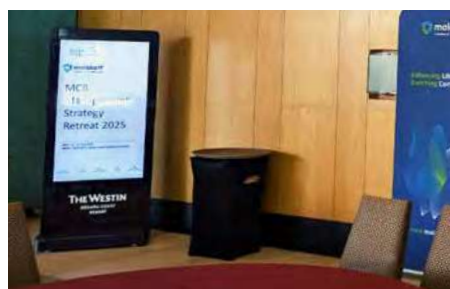
Solution:

- CAYIN Signage Player
- CMS-WS
- Flexie Solution

The Westin Desaru Coast Resort in Malaysia enhances guest experience and operational efficiency with CAYIN CMS-WS digital signage, delivering real-time updates across the resort and convention center.

The Westin Desaru Coast Resort in Malaysia partnered with CAYIN Technology and Hola Media Sdn Bhd to revolutionize guest communication and operational efficiency.

By deploying a smart digital signage network across its resort, restaurants, and convention spaces, the hotel now delivers real-time information, branded experiences, and personalized messages that delight guests while reducing staff workload. This transformation showcases how CAYIN's innovative solutions redefine hospitality engagement.



Elevating Guest Experience with Smart Displays

CAYIN's CMS-WS solution powers **14 Samsung displays** strategically placed throughout the resort—spanning the front office, lobby, dining areas, meeting rooms, and grand ballrooms of the convention center. These displays enhance the ambience, reinforce the Westin brand identity, and create a dynamic first impression for every guest. From warm greetings for special groups to event branding, the digital signage adds a touch of personalization that traditional signage simply cannot match.

Real-Time, Personalized Communication

With CAYIN's digital signage solution, the resort can instantly update **event schedules, seasonal promotions, spa offerings, and dining specials**. Guests now receive the latest information in real time—whether they're in the lobby awaiting check-in or attending a corporate event in the ballroom. This seamless communication flow ensures that no opportunity to engage or upsell is missed, and guests feel cared for with timely and relevant updates.

Streamlined Operations and Efficiency

Previously, staff spent valuable hours manually updating printed materials and static boards. Today, thanks to CAYIN's user-friendly content management platform, the hotel team can update content quickly without any IT expertise. This efficiency not only reduces staff workload but also frees up time for employees to focus on providing exceptional guest service. The system is designed for scalability, making it a future-ready investment that will support the resort's long-term growth.

Partnering for Success

Hola Media Sdn Bhd, the project's solution provider, ensured a smooth integration of CAYIN technology into the resort's operations. From installation to staff training and ongoing support, Hola Media's expertise made the transition effortless. Their commitment to hospitality-focused solutions guarantees that the Westin Desaru Coast Resort benefits from a system tailored to its needs and continuously optimized for reliability and performance.

Future-Ready Hospitality

By adopting CAYIN's advanced digital signage solutions, The Westin Desaru Coast Resort has set a new standard in guest engagement and hotel operations. The project's success demonstrates that digital transformation in hospitality is not just about technology—it's about creating memorable experiences, enhancing efficiency, and building a brand that resonates with modern travelers.

"The system is user-friendly, easy to handle, and empowers our team to update content quickly and independently. It has reduced staff workload, improved communication, and created a seamless guest experience. With CAYIN and Hola Media's support, we are confident in our future-ready hospitality journey." — The Westin Desaru Coast Resort



Why This Works

- **Bold Opening:** Hooks readers with strong emotion and vivid imagery.
- **Benefits Highlighted:** Real-time updates, remote management, easy rollout, vibrant visuals.
- **Forward-Thinking Tone:** Emphasizes innovation, scalability, and smart-city alignment.

Narrative Flow: From challenge to solution to results—a complete, compelling journey.



CAYIN Technology in Brief

CAYIN Technology offers a complete portfolio of digital signage solutions - including media players, servers, and software — that are applicable to various industries, such as education, retail, hospitality, corporate, financial, and public institutions. CAYIN is dedicated to being a reliable partner to its clients worldwide and has successfully set up various application references globally. In order to best facilitate the deployment of CAYIN products, the company also provides tailored services to satisfy the ascending market demand for almost limitless applications.



CAYIN Technology Co., Ltd.

3F, No.57, Sec. 3, Zhongshan N. Rd., Zhongshan Dist., Taipei City 104027, Taiwan

TEL : +886-2-25951005 FAX : +886-2-25951050

sales@cayintech.com <https://www.cayintech.com/>