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Hotel President Wilson uses Sensiq to deliver its VIP brand to guests and provide the ultimate guest experience via the in-room TV.



Highlights

Hotel President Wilson enhances its brand position as a world-class luxury hotel with Quadriga's Sensiq.

The hotel is able to promote its services directly to guests in their rooms, including its 2 restaurants and spa and leisure facilities.

The hotel is now able to provide its guests with the ultimate VIP experience, with Sensiq and Bang & Olufsen LCD TV screens.

Guests benefit from wired internet access in their rooms and a choice of 120 superb quality digital TV channels.

The lavish Hotel President Wilson is a luxury hotel in Geneva located on the lakeshore, with spectacular panoramic views of Lake Geneva and the famous "jet d'eau".

This extravagant venue has been fully renovated and is one of Geneva's most contemporary hotels, with the 'Royal Penthouse suite' – the world's most expensive suite - occupying the entire eighth floor of the hotel. It boasts a fitness area, a jacuzzi with views of Mont Blanc, 12 bedrooms, 12 bathrooms, a 250sq metre salon, a Steinway grand piano and private terrace, and offers the ultimate guest experience for its elite clientele.

Business challenge

Hotel President Wilson is an opulent hotel that required the most innovative in-room TV system, allowing it to offer its discerning guests a superb choice of information and entertainment content. Additionally the hotel was looking for the TV system to communicate and fully reflect its luxury brand image. With its high calibre guests, the hotel needed to provide a top level of service that matched the exceptional views and decadent atmosphere of the hotel.

Furthermore, the hotel was looking for a solution that would give it the opportunity to maximise revenue opportunities through the promotion of hotel facilities. Boasting its own restaurants under the names of 'Bayview' and 'Arabesque', a choice of relaxing bars and lounges, superb leisure facilities and a spa, its other key objective was to create an additional sales channel to promote these services.

“The Hotel President Wilson is exclusive, grand and luxurious, and it was essential that it selected an in-room system to fully reflect this image, but also to help create new revenue opportunities for the hotel,” explains Roger Taylor, Quadriga’s chief executive.

The solution

Hotel President Wilson was looking for an in-room system that allowed it to inform and entertain its guests, while offering the opportunity to promote hotel services. It was searching for a system that would also drive new revenue opportunities and differentiate it from its competitors. Quadriga’s Sensiq provided the ideal solution, with tools to create a unique guest communications portal to enable the hotel to truly engage with its clientele.

Sensiq’s inherent flexibility enabled Hotel President Wilson to develop a TV system which is not only tailored to their brand, but which delivers a flexible mix of content to drive specific business objectives.

Complementing Sensiq, all 180 rooms and 48 suites in the hotel have been equipped with LCD TV screens from Bang & Olufsen, providing an unparalleled guest experience.

Charles Tamman, owner and chairman at Hotel President Wilson, explains the importance of working with Quadriga and Bang & Olufsen: “As part of my ongoing quest for higher excellence, we have recently completed a multi-million euro transformation of the hotel. Thanks to our work with Quadriga and Bang & Olufsen, the Hotel President Wilson is without a doubt a unique place and each visit is an unforgettable experience. It is one of the finest and most state-of-the-art hotels in Geneva.”



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Reflecting the hotel's luxury brand

Having worked closely with their own design agency and the experienced design team at Quadriga, the hotel has been able to tailor its portal to match its unrivalled image as the ultimate VIP hotel. Through tailoring the design of the portal to reflect its brand identity, guests can now experience the glamour and luxury of the hotel via their in-room TV system.

Tailored content

Not only is the portal designed to reflect the hotel's prestigious brand, but the actual portal content is defined by the hotel according to their business priorities and their guest needs. Additionally the menu structure is designed to drive guests to see and access specific content easily and quickly, as defined by the hotel, for example, information about the hotel's spa and restaurant. With Sensiq's flexible tools and applications, the hotel can use guest behaviour data as a basis to review the portal's design, structure and content whenever required, to improve service uptake and potentially drive further revenue opportunities.



Delivering specific business objectives

Further to this, Sensiq provides the Hotel President Wilson with the opportunity to create a new in-room sales channel that will help drive revenue targets. The hotel is able to communicate information relating to its on-site facilities directly to guests within their hotel rooms in order to generate interest and in turn, potential new revenue.

Superb choice of digital TV channels

To ensure a real 'home from home' experience guests can select from 120 superb quality digital TV channels from around the world. Complemented by the latest displays from Bang & Olufsen, the Hotel President Wilson can provide a true digital experience to its guests.

“Having to hire a crane and a team of people to manoeuvre the screen into place was a perfect example of how far Quadriga will go to create the ultimate guest experience.”

Charles Tamman
Owner and chairman at Hotel President Wilson



Bang & Olufsen technology

The hotel's Royal Penthouse Suite is one of only three hotels in the world to include the BeoVision 4-103 from Bang & Olufsen, one of the world's largest televisions measuring 103" – providing an unrivalled cinema and entertainment experience in both vision and sound.

Charles Tamman, owner and chairman at Hotel President Wilson, explains: “Having to hire a crane and a team of people to manoeuvre the screen into place was a perfect example of how far Quadriga will go to create the ultimate guest experience. The screen matches the luxurious brand identity of the hotel, and is a great addition for the lavish presidential suite.”

Staying connected

To complement the guest portal, wired internet access is available in all rooms throughout the hotel, ensuring guests can stay connected with home or business during their stay.

The results and moving forward

With the new portal and TV screens, Hotel President Wilson has been able to communicate its luxury brand direct to guest in their rooms, with the TV system seen as an innovative, high-tech extension of the hotel.

Moving forwards, the hotel can review the portal design, structure and content as their needs change and to drive new revenue opportunities.

Roger Taylor, Quadriga's chief executive, explains: “Quadriga has worked in partnership with the Hotel President Wilson for many years and now, with Sensiq, is enabling it to deliver the ultimate guest experience, fully supporting its exclusive brand image, while providing guests with all the information and content they may need during their stay.”