

Quadriga®

Your trusted partner

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Highlights

Ability to promote Marriott brand.

Promotion of hotel services and loyalty scheme.

Following a major refurbishment, the Paris Marriott Rive Gauche Hotel and Conference Centre, the largest hotel-event space in the city, opened its doors in May 2007, offering guests a range of new internet and entertainment services, provided by Quadriga.

All rooms and suites are equipped with Quadriga's state of the art Genesis solution which offers guests movies and music-on-demand, featuring the latest blockbuster movies from the 'big 7' Hollywood studios and popular music selections. Guests also enjoy access to the Internet via the TV - ideal for those guests travelling without a laptop for accessing the Internet to search for local information.

Promotional opportunities

A key requirement of the Paris Marriott Rive Gauche was to select a solution which enabled them to promote to the guest both the Marriott business brand and the hotel's services. Via Web Promotions, a new Quadriga'sales and marketing tool, the hotel is able to promote its own website content from a direct link from the Quadriga main menu on the TV. This has enabled the Rive Gauche to promote its hotel services and Marriott Reward loyalty scheme directly to each guest in the comfort of their room. In addition, each TV features a Marriott customised background, thus delivering a consistent and impactful brand experience.

According to General Manager, Rupprecht Queitsch, "As a close partner of Marriott, we are very happy with the service and support provided by Quadriga. We not only have the industry standard in internet and entertainment solutions, but Quadriga provides us with a complete service including the TV screens in the room, ongoing service and support, integration of our website into the screen menu and Marriott customised screens."