

# Quadriga®

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**NEXT**  
HOTEL RIVOLI

## Next Hotel Rivoli Jardin uses Sensiq to support its business strategy

### Highlights

Sensiq supports hotel's strategy to provide competitive room rates in the face of increased local competition.

Customer loyalty enhanced by in-room portal providing access to local information.

New portal allows promotion of partner restaurants opening up wealth of commercial opportunities.

Guests benefit from internet access in all rooms and public areas.



Next Hotel Rivoli Jardin is a charming townhouse hotel set in the city centre of Helsinki. The family-owned hotel is renowned for its boutique ambiance and oriental décor. Offering 55 rooms, the hotel is located within walking distance to some of Helsinki's best restaurants and retail stores and is ideal for leisure guests.

### Introduction

In 2007, the previously independent Rivoli Jardin joined the Next Hotel group, which – despite its current portfolio of two hotels and three restaurants – was relatively unknown.

Keen to capitalise on the reputation of Rivoli Jardin, a key objective of Next Hotels was to promote the group branding within the hotel - providing guests with the reassurance of staying with a large organisation while remaining faithful to its individual character.

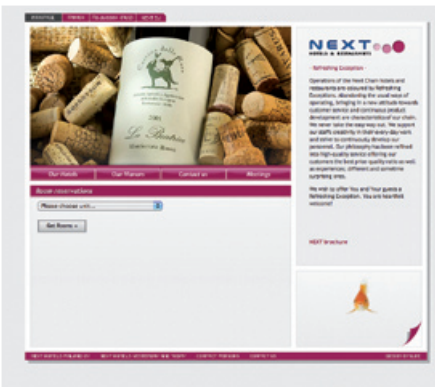
The Rivoli Jardin's business approach is to provide competitively priced rooms, by carefully managing investment in additional guest facilities. By maintaining only a select service offering the hotel is able to provide an attractive rack rate.

Although it provided breakfast, guests needed to visit local restaurants for their evening meal. With a growing number of local hotels to choose from however, the hotel needed their guests to be reminded of the benefits of staying at the Rivoli Jardin.

“We wanted to improve our service to guests by providing a good range of ideas to help make the most of their stay in the city. With local competition beginning to increase we needed to offer something special to encourage them to make repeat bookings.”

Merja Koski  
General Manager at Next Hotel Rivoli Jardin

## The challenge



The Next Hotel Rivoli Jardin provides a small range of on-site facilities, with guests using the hotel as a base to explore the area. With an increase in the number of local hotels available to choose from, the hotel needed to offer guests something special to encourage them to visit and to return.

As part of its strategy the hotel assessed the role of in-room technology in helping to increase service and loyalty to guests.

Historically, the hotel had been using a traditional Pay-TV system to provide in-room entertainment and internet services. However, with the fast pace of technology change and recognising that guests expect hotels to deliver a home-from-home experience, the hotel identified the need for a new solution. Investment in new technology would need to offer guests not only entertainment, but also provide new and additional ways to communicate with guests about offers, nearby services and other properties in the Next Group.

Merja Koski, general manager at Next Hotel Rivoli Jardin, explains:

“We wanted to improve our service to guests by providing a good range of ideas to help make the most of their stay in the city. With local competition beginning to increase we needed to offer something special to encourage them to make repeat bookings.”

It was also important for us to provide the very latest technology and relevant in-room communications, again to try to enhance guest loyalty.”



## The solution and results



### Tailored design to fully reflect the Next Group brand

The ability to create a customised portal in line with both the hotel's and Next Group's brand identities was crucial. By utilising Sensiq's design tools, the hotel created a solution that embodies its new parent group branding, while allowing the hotel to retain its own distinctive character.

Quadriga's expertise in designing the portal to meet this need was fundamental to the success of the partnership between supplier and hotel.

Merja Koski explains: "The look and feel of the portal was almost as important as its structure. To be able to promote the Next brand in the guest rooms was an important factor. The support we had from the Quadriga team to meet this goal, was integral to the success of the partnership."

When guests first view the TV in their rooms the landing page begins to reinforce the Next brand immediately.

### Enhancing guest loyalty

With the brand objective met from the start of the guest experience, the portal then becomes a communication tool relevant to the hotel's specific needs. As the majority of Rivoli's guests are looking for a city break in Helsinki, or are in town for business purposes, there is a high priority put on highlighting the local area and its services.

One of the benefits of the Sensiq solution is the ability to tailor the portal to meet specific business strategies such as this.

"Enhancing customer loyalty by providing targeted, relevant information to guests in their rooms was as important to us as driving revenue via the portal. We knew why our guests were staying with us and could therefore identify the type of information that would improve their stay. Directing them to the right information about the surrounding area while they are in their rooms, gives them a reason to come back to us again and again." Koski states.



### Commercial Opportunities:

#### Promotional channel to drive revenue opportunities

Of particular interest to the hotel was Sensiq's powerful commercial tools, which could potentially open up new revenue streams.

Next Hotel Rivoli Jardin was keen to enhance its level of customer service by providing guests with relevant content on local eateries. Via Sensiq, the hotel is able to promote partner organisations under the same umbrella company of Next Hotels.

A good example of this is the hotel's ability to communicate a 10 per cent discount for three partner restaurants: Restaurant Rivoli, Trattoria Rivoletto and Bellevue.

Koski continues: "Quadriga enabled us to achieve our business objectives and those of the Next Hotel chain. Sensiq opened up a new world of valuable communication and revenue opportunities, and ensured that we could provide a competitive guest experience."



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“One of the most valuable tools for us in this process has been the transparency of click reports from the promotion schemes we offer. In February 2011, for example, we saw a click through rate of 93 on one of our 10% discount at partner restaurant offers. Armed with this knowledge, we plan to use the additional promotion tools like the on-screen ticker to really push this campaign at the same time next year.”

Merja Koski

General Manager at Next Hotel Rivoli Jardin

## Staying connected

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

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## Future plans

Koski continues: “Sensiq has provided us with a flexible platform, where we can support the Next Hotel branding and build guest loyalty. Providing a new commercial channel, we can promote local partner restaurants and gain additional revenue. As our business continues to develop, we are looking forward to working with Quadriga to create new campaigns and grow our business further.”

Taking advantage of Sensiq’s ability to tailor a promotion ticker and to use an announcement link to further promote campaigns such as the 10% discount scheme will add further depth to the revenue generation channel.

Explains Koski: “One of the most valuable tools for us in this process has been the transparency of click reports from the promotion schemes we offer. In February 2011, for example, we saw a click through rate of 93 on one of our 10% discount at partner restaurant offers. Armed with this knowledge, we plan to use the additional promotion tools like the on-screen ticker to really push this campaign at the same time next year.”

Moving forward, the Next Hotel Rivoli Jardin is keen to capitalise on the project’s success with the launch of new commercial campaigns and partnerships. These will harness powerful new applications within Sensiq aimed at enabling hotels to run targeted marketing and advertising campaigns direct to their guests in their rooms via the TV.

A further example of future plans for the portal is its planned role in supporting a new co-operation with Business Meeting Park Ltd, a company renting short term office and meeting space in downtown Helsinki. The hotel plans to present its services to guests via the in-room TV and Sensiq.

The hotel is also looking for new partners in local shops and service providers to offer guests special promotions including discounts and spa treatments. The main channel for promoting these will be Sensiq and the in-room TV.