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HOTEL
VERTA
BATTERSEA LONDON HELIPORT

Hotel Verta establishes luxury brand and promotes hotel services using Sensiq

Highlights

Hotel Verta, a brand new hotel in London, is using Sensiq to create its own guest communications portal that helps it to establish its luxury brand image.

The hotel can now communicate hotel promotions directly to guests after check-in, and can tailor the content to promote the restaurant and spa.

As their business priorities change Hotel Verta can easily adapt their portal to continue to reflect their needs.

Guests benefit from flexible internet service throughout the hotel.



Hotel Verta is the world's first integrated heliport hotel and is situated alongside the River Thames in London. Having opened in late 2010, the hotel offers 70 stylish rooms, a beautiful restaurant overlooking the heliport and a relaxing spa for its guests. Every element of the hotel exudes luxury, class and sophistication, mixing old world glamour with classic modernity.

Business challenge

As a brand new hotel, Hotel Verta required a high-tech in-room system that would reflect its sleek, stylish and glamorous image. Ideal for a city visit, Hotel Verta caters for both business travellers and leisure guests sightseeing in London. Working hard to establish and develop a strong brand identity as the 'destination hotel' for top level corporations, the hotel wanted a system that would not only support this business objective, but would also enable it to provide a superb choice of entertainment for guests. With a spa and restaurant within the hotel, another key objective was to create an additional sales channel to promote these services and generate new revenue opportunities.

Andrew Thomason, general manager of Hotel Verta, explains: "Hotel Verta needed a solution that would enable us to stay in touch with guests after check-in to promote our services within the hotel. Our key objective though was for the system to fully reflect the design, branding, location, architecture and uniqueness of the hotel."

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The solution

Considering these business challenges, Hotel Verta decided that Quadriga’s Sensiq could best meet their requirements. Sensiq provides a flexible set of tools and applications that enabled Hotel Verta to create its own unique guest communications portal that could be completely tailored to their needs in terms of the design and the content.



Reflecting the brand

By working with Quadriga’s experienced design team, Hotel Verta has been able to design a customised system that communicates their new brand effectively to guests in their rooms via the TV. Quadriga used the photography from the hotel’s website to create a video sequence that is played to guests in their rooms, set to jazz music, encompassing the hotel’s uniquely glamorous brand image.



In-room sales opportunities

In addition, the hotel has been able to create a new in-room sales channel that can help drive revenue targets. Hotel Verta has been able to start promoting its services through the TV, directly to guests in their rooms. These services include the elegant Patrisey Restaurant and the tranquil Spa Verta. It has also started to communicate seasonal promotions through the portal such as the ‘Chocolate wrap’ offer in the spa at Easter.



Tailored content

As well as hotel services and special offers, guests can access local information about what to do in London, as well as the in-house private jet and helicopter charter service. All of which supports the hotel’s aim to provide the ultimate guest experience to its clientele.

Additionally Sensiq’s flexibility enables Hotel Verta to continually adapt their portal with new content or an amended menu structure as their needs change. This means that the portal can always reflect the hotel’s business priorities and promotional requirements.

Flexible guest internet services

To complement the guest portal, WiFi internet is available throughout the hotel as well as in-room wired internet access. Guests can select from a choice of time and speed options to meet their specific needs, ensuring they receive a high quality, reliable service at all times.

Guest connectivity

Additionally each of Hotel Verta's 70 bedrooms are fitted with bespoke connectivity panels to enable guests to connect their own portable gadgets; such as an iPad, mobile phone and digital camera to the LCD TV's, using Bluetooth technology, further supporting the hotel's high-end image.

Wireless VOIP

Quadriga also delivered a world-class true quad-play solution for Hotel Verta, leveraging its network experience and expertise. This involved integrating a VOIP wireless headset solution into their HP WiFi network and providing end-to-end consultancy and project co-ordination.

"The hi-tech combination of the guest communications portal, a flexible internet service throughout the hotel, Bluetooth and the connectivity panels ensures that Hotel Verta can deliver the ultimate guest experience, fully supporting its unique brand image. The wireless VOIP and bandwidth management solutions provide additional operational and business benefits to the hotel."

Roger Taylor
Chief Executive, Quadriga Worldwide Ltd.

"Quadriga was the obvious choice. We have been able to use Sensiq's tools and applications to create a portal that not only has business benefits for the hotel in terms of increased revenue opportunities, but matches the look and feel of the hotel."

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The results

Following the creation of its own guest communications portal, Hotel Verta has been able to create a strong sense of brand identity within the guest rooms via the TV. Sensiq has helped establish Hotel Verta's brand image and position as a glamorous, slick hotel for business travellers. Furthermore, it has also been able to start promoting its on-site activities, such as the spa and the restaurant.

Thomason adds: **"Quadriga was the obvious choice. We have been able to use Sensiq's tools and applications to create a portal that not only has business benefits for the hotel in terms of increased revenue opportunities, but matches the look and feel of the hotel. We can also use it to promote internal and external services which may be of interest to our high calibre guests."**

Sensiq's inherent flexibility has also enabled Hotel Verta to re-design the portal menu, and adapt the content to ensure it stays fresh and relevant to their needs and those of their guests.

Moving forward



As their business evolves, Hotel Verta will continue to develop their portal, introducing new content and promoting new services and special offers, in order to stimulate brand loyalty and outreach to guests.

Throughout the year, the hotel plans to capitalise on events such as Wimbledon, Ascot and the Chelsea Flower Show, by creating topical offers and promotions that will be communicated to guests via the portal.

Thomason concludes: "Hotel Verta's motto is 'above and beyond' with regards to the experience it provides to its guests, and Sensiq allows us to reinforce our lavish image to our celebrity and presidential clientele. The hotel's customised portal enables it to provide the exceptional level of service that these high calibre guests expect of a destination hotel."