

# Quadriga®

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## Hôtel Scribe enhances guest satisfaction and optimises revenue opportunities with Sensiq

SOFITEL  
LUXURY HOTELS



### Highlights

Hôtel Scribe adopts Sensiq to enhance guest satisfaction.

Sensiq helps drive significant guest revenue increase on previous year.

Portal design reflects Sofitel brand values and Hôtel Scribe business objectives.

Guests can enjoy access to 70 digital TV channels and wired internet access in all rooms.

Bandwidth management solution ensures a reliable internet service meeting all guest requirements.

Hôtel Scribe, part of the Sofitel Luxury Hotels group, is ideally located in Paris' Opéra district near the exclusive Vendôme, Madeleine and Concorde squares. This luxury Paris hotel is housed in a beautiful historic building where the Lumière brothers invented cinema in 1895. Stunning 19th-century Paris architecture combines with lavish interior design by Jacques Grange to create a serene and special space for a vacation or business trip to Paris. Stylish meeting rooms host banquets, conferences and corporate events.

With 213 sumptuous rooms and suites, a glass-roofed French fine dining restaurant, stylish cocktail bar, elegant tea room, indulgent spa and fitness centre, first-rate business facilities and 5 star service, Hôtel Scribe Paris offers the ultimate in luxury Paris accommodation.

### Business challenge

#### Meeting Sofitel brand objectives

When defining the requirements for a new guest communications and entertainment system, it was key for Hôtel Scribe to find a solution that would not only meet its specific business objectives but would also support the Sofitel group brand objectives. A key Sofitel objective is to communicate its luxury brand values consistently and effectively to guests staying in its properties across Europe and Africa.

## State of the art technology

To maintain their level of excellence and unique personality, Hôtel Scribe required state of the art in-room technology and a stylish and adaptable user interface. It required a solution that would not only deliver enhanced guest satisfaction but would enable it to explore future revenue possibilities. To achieve this, the hotel requested an effective tool that would drive added value opportunities and enable it to create targeted promotional campaigns to underpin its key business objective.

## To offer high quality Digital TV solution

In keeping with guest expectations, Hôtel Scribe required the ability to broadcast Terrestrial Digital TV and required a solution that would allow it to deliver high quality TV in terms of image and range, whilst being capable of offering approximately 70 channels.

## A reliable internet service to meet all guest needs

The hotel was also finding offering a free internet service that would cater for the guest's ever evolving internet requirements a challenge.

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## The solution

Hôtel Scribe was already familiar with Quadriga having previously implemented its Genesis internet and entertainment system. The hotel was confident that with Sensiq it could develop a new guest communications portal to drive its specific business objectives including enhanced guest satisfaction as well as deliver Sofitel's key brand objectives.

### Reflecting and communicating the hotel's luxury brand

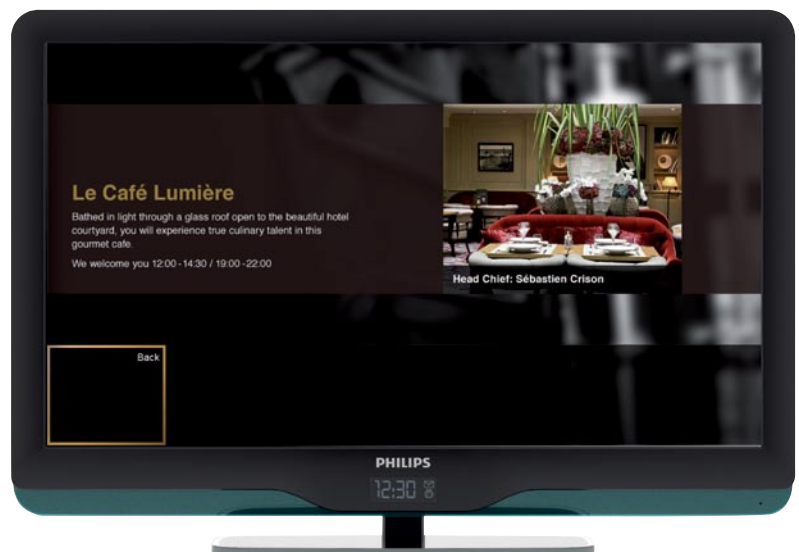
Installing Sensiq meant that Hôtel Scribe was able to effectively communicate Sofitel's unique brand identity, capitalising on its video capability which enables the atmosphere and brand values of the group to be broadcast to guests on their arrival in the room.

### Tailored content

Hôtel Scribe was confident that with Quadriga's experienced customisation and specialist TV design team Sensiq could deliver a truly customised guest communications solution that would work to maximum effect for them. Sensiq offered a content management system that enabled Hôtel Scribe to create web based hotel specific content and potential future applications. Being a centralised tool, Quadriga also offered the ability to manage and control the hotel's own content.

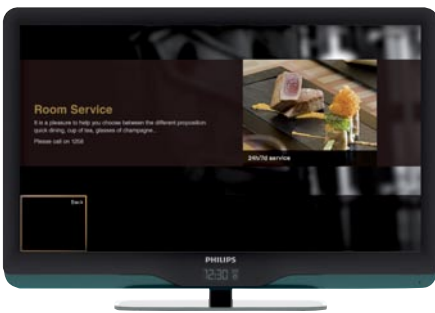
### Delivering corporate information easily and efficiently

Sensiq's cloud-based technology enables the group to easily manage, converge and control brand messaging to each individual hotel – a key benefit for Hôtel Scribe.



“Sensiq’s many capabilities enabled us to communicate our parent company, Sofitel’s brand messaging while keeping our very own unique stamp on the hotel,”

continues Vincent Arnaud.



## A new sales and promotional channel to drive specific business objectives

Sensiq’s powerful tools and applications also offered the hotel the opportunity to build a new in-room sales and promotional channel that would drive new revenue opportunities. The ‘promotion ticker’ allowed Hôtel Scribe to rapidly display multiple messages that could be scheduled on an hourly, daily, weekly or monthly basis across multiple screens. This enabled it to easily attract its guests to hotel services from the first instance and effectively direct them to specific on-site promotions and campaigns.

## Superb choice of guest entertainment

The hotel developed a fully customised portal that featured entertainment-on-demand, digital TV and Web radio. With the increased demand for more terrestrial channels, the digital TV capability enabled Hôtel Scribe to offer a wide of television channels that would suit the varied tastes of each guest and offer the 70 channels the hotel desired. With comprehensive TV usage reports, Quadriga could advise the hotel on what television channels best suited the Hôtel Scribe guest profile.

## A reliable internet service

Addressing the key requirement to ensure the hotel has adequate bandwidth to meet the internet needs of all guests, Quadriga implemented a bandwidth management solution to enable the hotel to adequately meet all guest internet needs.

This ensures that whether guests choose to surf the internet for free or pay to download a large amount of content or send large files, they can be assured of a high quality, reliable service. Additionally Quadriga installed a wired internet service in all guest rooms.

“Following a review of guest communication services, we decided to make Quadriga’s Sensiq our choice for our new guest communications portal. Its many capabilities enabled us to communicate our parent company, Sofitel’s brand messaging while keeping our very own unique stamp on the hotel,” continues Vincent Arnaud.

“Moving forward, both Quadriga and Hôtel Scribe will work in close partnership to fully optimise the guest communications portal using all the promotional and branding tools currently available and future emerging multi-media opportunities,”

continues Vincent Arnaud,  
Hôtel Scribe.



## The Results and moving forward

Following its progression from Quadriga’s Genesis platform to Sensiq, Hôtel Scribe experienced a significant increase in guest revenues on the previous year.

This was achieved by using Sensiq to promote special offers and seasonal specialities via the in-room TV and increase awareness of the hotel’s facilities and services. Sensiq’s engaging user interface encourages guests to browse and its extensive range of branding and promotional tools helps drive additional food and beverage revenues.

Sensiq’s powerful centralised content management system enables staff to update promotions, campaigns and news on a regular basis and new web-based hotel specific content can be rapidly created. This gives Hôtel Scribe complete control, allowing it to adapt its guest communications as priorities change.

“Moving forward, both Quadriga and Hôtel Scribe will work in close partnership to fully optimise the guest communications portal using all the promotional and branding tools currently available and future emerging multi-media opportunities,” continues Vincent Arnaud, Hôtel Scribe.