

# Genesis™

The original guest experience

Branding & promotion  
services

Tailoring the guest  
experience via the  
TV and internet



## Quadriga®

Your trusted partner

### Tailoring the guest experience

Branding & Promotion is a key component of Genesis, which combines Internet, Entertainment and Branding & Promotion Services, enabling hotels to leverage the guest room TV or Laptop Internet service to promote their hotel, brand and services to their guests.



### Summary

**Tailored internet access**—hotels can customise the introductory 'look and feel' of the guest's laptop access (payment page) to reflect their brand as well as the internet service name.

**TV branding & promotion service**—a design service enabling hotels to reflect their brand and service offer via the TV

**Web promotions**—a powerful and dynamic way to promote hotel services on the internet and display via the TV

**Hotel directory**—an easy to use, cost saving, TV-based hotel information directory

### Hotel benefits

#### A captive audience

Hotels can reach their guests relaxed, in the comfort of their room via the TV and laptop.

#### Welcome message

A selection of standard welcome messages, which can be translated into 20 languages or a dedicated promotional welcome message can be chosen.

#### Cost effective promotion

Hotels can leverage the internet and entertainment service as a marketing tool and at the same time, save significant printing costs on hotel directories and promotional flyers.

#### Always up to date

Service and hotel information changes can be quickly and easily updated on the TV and laptop portal so guests always have the most up to date information.

#### Easy to manage

Services can be easily updated and managed by hotel staff via the Hotel Management Portal whilst Web Promotions, which is internet-based, allows updates to be made quickly to multiple hotels from a single location.

#### Consistent messaging

Hotels are able to promote a consistent brand image to guests across all properties and at the same time allow individual properties to display hotel specific information.



### Tailored internet access

**Tailored internet access**—hotels can customise the introductory 'look and feel' of the guest's laptop access (payment page) to reflect their brand as well as the internet service name.

**Pre-portal push**—hotels can present a selected website the moment the guest opens their internet browser.

**Portal push**—after making a payment to access the Internet, hotels can direct the guest automatically to a hotel selected webpage.

**Re-forced portal push**—hotels can re-present a selected hotel web page when guests reconnect or resume use of the service.

### TV branding & promotion service

This service provides multiple ways to tailor the TV screens to reflect a hotel's brand and promote services by changing backgrounds, promotional images, the welcome message and font colour.

To apply these, Quadriga's Customisation team will work with hotels to recommend a design approach that really reflects the hotel's brand by:

- Selecting different screen backgrounds to reflect a hotel's service offer and branding
- Choosing an alternative font colour from a range of 252 options
- Selecting alternative promotional images, which can be used to promote hotel services
- Display promotional images individually or, to provide a more dynamic look, a carousel of up to 5 rotating images
- Tailoring the guest Welcome Message and translating into multiple languages

### Web promotions

Web Promotions is a powerful and dynamic tool promoting hotel services on the internet, accessed and displayed via the TV.

It provides hotels with multiple promotional opportunities and can be used to link to other hotel web based services such as:

- reservations
- customer loyalty sites
- on-line guest questionnaires
- hotel on-line shopping

For the optimal guest experience, Quadriga can create, with the hotel, a dedicated web portal that can be designed specifically for the TV.



### Hotel directory

#### Easy for your guests

**Free access**—Guests can access Web Promotions free of charge and only if they try to move outside the selected URL will general internet access become chargeable.

**Language sensitive**—Web promotions automatically displays the dedicated language version of the web-based information, if guests have previously selected a language option via the TV.

**Easy to navigate**—In addition to the wireless keyboard, guests can also browse Web Promotions pages using the standard remote control.

Hotel Directory enables hotels to provide guests with a quick and easy way, via the TV menu, to familiarise themselves with what's available in the hotel.

The Hotel Directory is easy for hotel staff to set up and maintain and features the following time saving capabilities:

#### Flexible menu structure

Hotels can choose their own tiered menu structure allowing them to select the best way to display information to their guests.

#### Design choice

A choice of design layouts is available to display combinations of images and text and these are supported by a range of formatting options.

#### Easy to create, translate and preview

A specially designed content editor allows information to be added quickly. Alongside this, text can be easily translated and an advanced preview capability enables content to be viewed as it would appear on the TV.

#### Consistency across the chain

Hotel Directory incorporates a time saving export and import facility which allows a directory, once it has been created, to be simply replicated from one hotel to another and at the same time, ensures consistent styling and messaging across all hotels.