

Elo Engages Guests through the Accor Virtual Concierge



Customer Profile



Company: Novotel

Industry: Hotel

Country: Global

Founded: 1967

Website: www.novotel.com

Elo interactive digital signage is helping guests make the right choice, any time during their stay, through the Accor Novotel Virtual Concierge. Is there a good restaurant close to the hotel? What time is the next flight? Any exhibitions not to be missed? Novotel's Virtual Concierge, deployed on an Elo IDS in the hotel lobby, provides all the answers quickly to improve the guest experience through innovative, easy to use technology.

The Accor Group is an international hotel management group with headquarters in France. Managing over 4400 hotels, with more than 500,000 rooms across 140 countries, Accor is third largest in the hotel industry. Accor brands span economy hotels to luxury resorts, including Pullman, Sofitel, NOVOTEL, Grand Mercure, Mercure and MGallery, covering hotel types from economy hotels to luxury hotels. Novotel provides business travelers, groups and holiday travelers with accommodation and services meeting international standards to deliver a high-value experience for their money.

"The Novotel Virtual Concierge is now entering its 3rd year of deployment with almost 300 units successfully deployed worldwide across the Novotel network. The Monscierge and Elo partnership provided the best possible combination of world class technology and global hardware support. The overall reliability and quality of service have been fantastic for Accor, our staff and our guests."

David Esseryk, VP Guest Technology, Accor

About Elo

Elo founders pioneered the touch screen over 40 years ago. Today, Elo Touch Solutions is a leading global supplier of touch-enabled technology, products and industry solutions. The Elo portfolio encompasses the broadest selection of OEM touchscreen components, touchmonitors, and all-in-one touchcomputers for the demanding requirements of diverse markets, including gaming machines, hospitality systems, industrial automation, interactive kiosks, healthcare, office equipment, point of sale terminals, retail displays, and transportation applications. The Elo touch experience has consistently stood for quality, reliability and innovation with over 20 million installations worldwide.

The Challenge

Novotel desired the ability to provide consistent service across the globe to guests of all nationalities. The brand set out to engage more effectively with guests and to share their local expertise. Ultimately, Novotel wanted to achieve what all brands strive for: promote their services and improve customer satisfaction. A highly visible symbol of this change is lobby digital signage designed to meet the guests' high demands for quality through individualized, fast and accurate services.

The Solution

Novotel has properties all over the world. Elo and Monscierge partnered to design an efficient interactive display network according to Novotel's specific requirements for their Virtual Concierge. During the implementation of the project, Elo and Monscierge delivered an interactive platform that was simple and intuitive to ensure an individualized guest experience.

Why Elo Touch Solutions Work

Commercial-grade

Consumer grade products won't cut it in a commercial environment. Designed for continuous use in public environments, choosing Elo means lower cost of ownership and fewer hassles. Elo has 20+ million in stallions in 80+ countries. We are the original inventors of the touchscreen over 40 years ago.

Reliability and Security

Elo's commitment to a long product life means customers can roll-out Elo touch solutions over a multi-year period and know that the last installation will have the same reliable touch solutions as the first. If something does go wrong, customers can count on support offices around the world.

Elo Interactive Digital Signage

Stylish and reliable interactive displays that engage your customers in 32-inch, 42-inch, 55-inch, and 70-inch sizes.



Features

- Digital signage that engages with viewers
- A messaging solution for everyone
- Real-time marketing effectiveness
- Rugged touchscreen solutions for public environments
- Installation flexibility
- 3 year global warranty

"The Novotel Virtual Concierge is helping Novotel to improve the guest experience and provides us with the tools to easily connect and communicate with guests throughout their entire journey. We have made the product available in over 20 languages and the technology has been successfully adapted to accommodate regional and cultural preferences globally. The Virtual Concierge provides guests with expert local information and essential travel tools in a format that's easy and fun to share socially with their friends. Feedback from guests has been extremely positive with data showing that hotels using the Novotel Virtual Concierge are benefitting from an average of 15,000 additional online impressions per annum."

Geoffray Maugin, SVP Global Marketing, Midscale Brands, Accor

To find out more about our extensive range of Elo touch solutions, go to www.elotouch.com, or call the office nearest you.

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