Novotel Virtual Concierge
A Monscierge Case Study
About the Participants

MONSCIERGE
Monscierge is an international software company specializing in innovative hospitality solutions. Monscierge is dedicated to improving guest experiences and hotel staff efficiency around the world by facilitating an experience that will inspire customer loyalty and increase property revenue.

NOVOTEL
As the mid-scale hotel brand within the Accor group portfolio, Novotel has over 400 hotels and resorts in 60 countries. Novotel properties are designed with a contemporary style and attract both business and leisure travellers alike. Their properties are found internationally within the centers of business districts and tourist destinations and consistently provide a higher standard of service across the globe.

MICROSOFT
Hospitality organizations need to undergo significant digital transformation to secure their futures in today’s technologically advancing world. They need solutions that are powerful, flexible and attainable. In working with Monscierge, Microsoft enables hospitality organizations to create personal, seamless and differentiated guest experiences while gaining business agility.
The Project

Accor sought to partner with a technology firm to create a Virtual Concierge for their Novotel brand of hotels. It would become a brand standard and be deployed to more than 400 hotels globally.

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: to promote their hotels and improve customer satisfaction.

After evaluating technology firms worldwide, Monscierge was selected to become their partner. Working closely with the Novotel team to define the technology initiatives, Monscierge formulated a new market strategy and created a custom ordering portal to streamline property-level adoption. Marketing materials, training documents and videos and the ordering portal were all to be completed in multiple languages.

Novotel's Needs

- Speed to market
- Local recommendations configured per property
- Customized order portal
- Real-time control of content at brand and property level
- Multi-lingual and regional dialogue
- Specific design tailoring

“Very powerful and easy to use. I recommend this technology.” -- Erwan Le Goff, Head of IT, Accor UK
Industry Vision

While Novotel expected cutting-edge technology from their vendor of choice, they were looking to partner with a voice in the industry, not just another supplier. Monscierge seeks to enhance the guest experience beyond the implementation of technology.

“We are not working with Monscierge on one deal and then moving on... this is a long term partnership.”
- David Esseryk, VP Consumer Technology - Accor

Click to Watch: Novotel’s Monscierge Experience

TRUE LOCAL RECOMMENDATIONS
The goal is to empower local experts, the hoteliers, to be the voice of what is promoted to guests. Local merchants are referred by each property, and Monscierge curates the information to reduce dependency of third-party apps and sites, keeping the guest connected to a trusted local expert - their hospitality provider.

TRAINING PROGRAM
Monscierge has a virtual client-training program complimenting their product suite. With the Novotel specific UI requirements and property portal, a new program was created for the roll-out. The finished result helped create a smooth implementation process and support system across multiple time zones and regions.

GEM REPORTS
The Guest Experience Management (GEM) reports are seasonal aggregations of hospitality trends, highlights of case studies and data analytics findings from the Monscierge products used on guests’ smartphones and in hotel spaces worldwide.

The Monscierge Recommendation Network™ uses patent-pending algorithms and processes to track activity and keep this content up to date with minimal effort.

Click to Watch
Novotel Training Videos
(Password: Monscierge123!)
Microsoft Partner

Hospitality is facing waves of change with emerging technologies shifting the operations of the typical hotel property. Microsoft is working within the industry to help hotels overcome the technology gaps with highly integrated solutions. Microsoft wants to give hotels a competitive edge with solutions to capture the preferences and interests of their customers and deliver unique, personalized guest experiences at each point of contact. Monscierge Connect Lobby and Connect CMS, the fundamental framework of DRI’s digital lobby system, were developed with Microsoft platforms for a seamless, cutting-edge technological architecture.

“The virtual concierge solution by Monscierge is a great example of how hotels can enable their staff to engage directly with guests, surrounding them with brand information and bringing the richness of online to on-site locations.”

-- Matt Muta, Managing Director Hospitality & Travel, Microsoft

Powered with Microsoft Technology

**MONSCIERGE CONNECT CMS**

- Silverlight 5.0/Toolkit
- WCF RIA and Web Services
- Built with Visual Studio 2012
- Expression Blend
- Bing Silverlight Control
- Windows Server / IIS
- .NET 4.5
- Entity Framework 5.0
- Transient Fault Handling
- Azure SDK, Web Roles, Service Bus

**MONSCIERGE CONNECT LOBBY**

- Windows 7/8
- .NET 4.5
- WPF 4.5
- PixelSense 2.0 SDK
- Built with Visual Studio 2012
- Entity Framework 5.0
- Expression Blend
- Bing Route, Geocode, and Search Services
- Bing WPF Control
- Transient Fault Handling
- Microsoft Surface
Integration Partners

SDD
A software company supplying the middleware product Jazz Fusion, SDD provides services to hotels and commercial properties worldwide. The Monscierge product line applies Jazz Fusion, optimizing DRI's guest-facing technology with other onsite systems in the network for more streamlined and efficient operations.

FLIGHT STATS
Using the service FlightStats, Monscierge's guest-facing products can deliver real-time, global flight tracking to each hotel's lobby device and mobile application. The Monscierge and Flight Stats partnership empowers DRI to offer fast and accurate flight data to their owners and guests, whether they are onsite or away from the property.

THE WEATHER CHANNEL
The Weather Channel provides forecasts, news and information for all Monscierge platforms worldwide. With superior professional weather services available to each Diamond Resorts International location, owners and guests can plan smarter travel and ideal local excursions or access forecast updates during inclement weather conditions.

OPENTABLE
OpenTable gives Monscierge clients access to reserve seating in more than 32,000 restaurants worldwide. With OpenTable utilization, DRI's guest facing lobby and mobile technology creates personalized options for the user by connecting restaurants and diners throughout the United States, Canada, Germany, Japan, Mexico, and the UK.
Operational Achievements

A fully functional prototype was delivered and installed at the pilot hotel within 12 weeks.

Monscierge is now embarking on new projects after achieving success with the Virtual Concierge Lobby and Mobile project.

• Global, cost-effective delivery of hardware through various taxation levies
• Logistical deployment to countries with challenging import procedures
• Accor security audit completion for Connect CMS, Lobby and Mobile

“The guests love this technology. We have two to three hundred guests per day in each hotel using our Virtual Concierge.”

- David Esseryk, VP Consumer Technology - Accor

Novotel Virtual Concierge Portal
Conclusion

In a timespan of 12 weeks, Monscierge successfully created and deployed a highly customized solution for a premier brand of one of the world’s leading hotel operators, Accor. Novotel wanted to deploy this technology quickly and on a foundation that allowed them to continually develop its design and feature set. Monscierge's enterprise-class software framework, built with Microsoft technology, delivers a truly dynamic solution to the hospitality industry.

“This technology is years ahead of anything else.”
-- David Esseryk, Accor

CHANGING HOSPITALITY

- First free app with real-time, worldwide flight data.
- Integration with native smart phone / tablet functions (system clock, GPS, camera, mapping and directions applications, push notification functionality).
- Digital Social Postcards delivered through Facebook, Twitter and email.
Monscierge Technology

THE CONNECT SUITE
- Lobby
- Mobile
- Staff
- CMS

MICROSOFT PRODUCTS
- Azure
- Bing Maps
- .NET
- Silverlight
- Surface
- Visual Studio
- WCF/WPF
- Windows 7/8

SOFTWARE LANGUAGES
- English
- French
- German
- Spanish
- Portuguese
- Greek
- Russian
- Thai
- Polish
- Japanese
- Chinese
- Italian

Monscierge Research and Technology

Algeria
Andorra
Argentina
Australia
Austria
Bahrain
Belgium
Benin
Brazil
Bulgaria
Canada
Chad
Chile
Czech Republic
Egypt
Fiji
France
French Guiana
Germany
Ghana
Greece
Guinea
Hong Kong
Hungary
India
Indonesia
Italy
Ivory Coast
Japan
Republic of Korea
Lithuania
Luxembourg
Malaysia
Mexico
Monaco
Morocco
Netherlands
New Zealand
Nigeria
Peru
Poland
Portugal
Réunion
Romania
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