

MONSCIERGE®

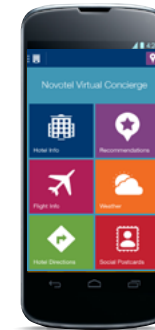
Novotel Virtual Concierge

A Monscierge Case Study



About the Participants

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MONSCIERGE

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 significant digital transformation to secure their futures on the tried-and-true technologies of today. They need solutions that are powerful, flexible, and attainable. Microsoft enables hospitality organizations to create personal, seamless, and differentiated guest experiences while gaining business agility.

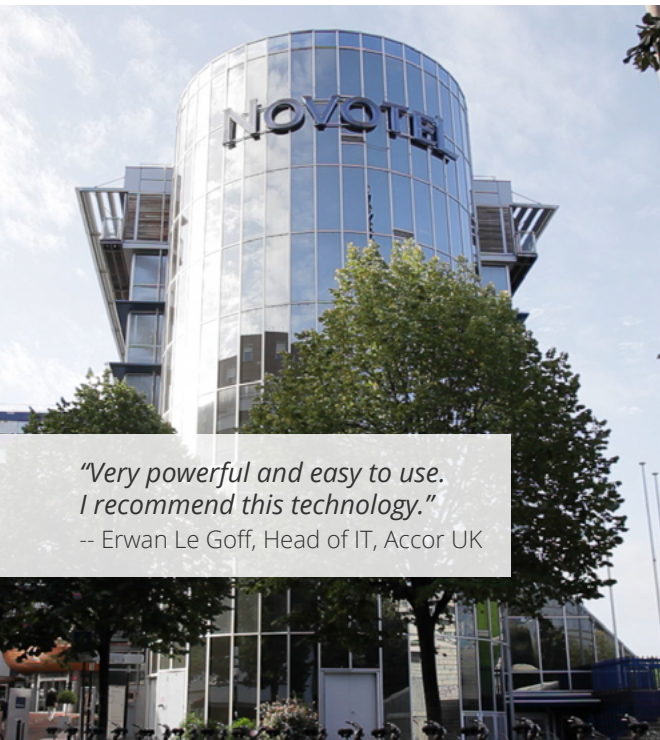
The Project

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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.



*"Very powerful and easy to use.
I recommend this technology."*

-- Erwan Le Goff, Head of IT, Accor UK



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

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

Empowering local experts, the hoteliers, to be the voice of what's 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.

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

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.

Click to Watch

[Novotel Training Videos](#)

(Password: Monscierge123!)

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' smart phones and in hotel spaces worldwide.

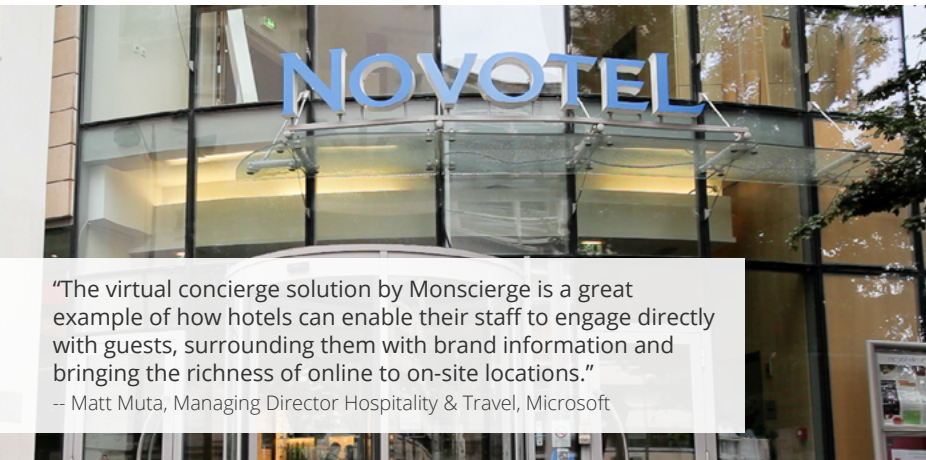
Click to Read

[2013 Fall/Winter
GEM Report](#)



Hospitality is facing a wave of changes with emerging technologies shifting the operations of the typical hotel property. Microsoft is working with hospitality to help 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 personal guest experiences at each point of contact. Monscierge **Connect Lobby** and **Connect CMS**, the fundamental framework of the Novotel Virtual Concierge, were developed with Microsoft platforms for seamless, cutting-edge technology architecture.



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

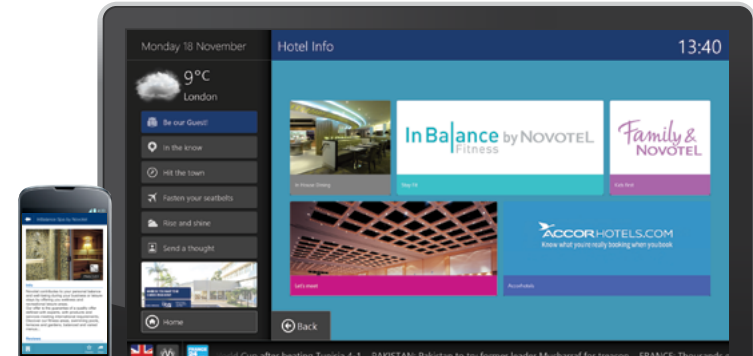
MONSCIERGE CONNECT LOBBY

- 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

Operational Achievements

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



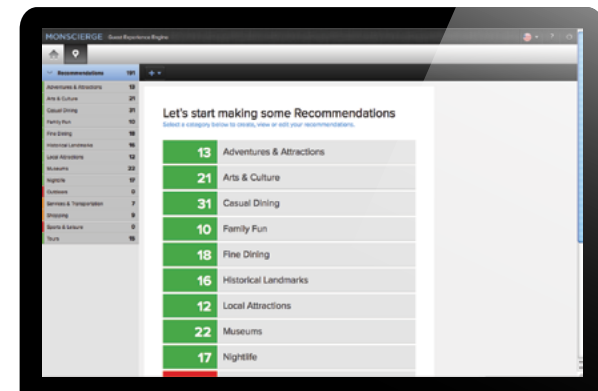
Monscierge is now embarking on new projects after achieving success with the Virtual Concierge Lobby and Mobile project.

- Global, cost effective delivery for 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

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In a timespan of 12 weeks, Monscierge successfully created and deployed a highly specific, customized solution for a premier brand of notably the world's

leading hotel operator, 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 disruptive solution to the hospitality industry.



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.



THE CONNECT SUITE

Lobby
Staff

Mobile
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
Russian Federation

Saudi Arabia
Senegal
Singapore
Spain
Sweden
Switzerland
Taiwan
Thailand
Tunisia
Turkey
United Arab Emirates
United Kingdom
United States
Vietnam

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