

Smart technology delivering exceptional guest experiences

aparthotel Birmingham

Situated in the heart of the city aparthotel Birmingham offers guests perfect mix of style and modern luxury. The hotel aims to make every visit special. From stylish apartment interiors featuring a fully equipped kitchenette, smart TV and guest Wi-Fi, to personalised room set-ups and an on-site Nisa convenience store, aparthotel goes out of its way to make all guests feel at home.

The result

- Elevation of the guest experience using smart features such as AI-powered guest messaging service, personalised guest room welcome messages and streaming TV service access that auto logs out on check-out
- Continuity of guest Wi-Fi service using multiple networks and dedicated high-speed fibre optic resilient line
- Programming of CCTV cameras providing essential building security
- Fast resolution to IT support issues with account management escalation.

In an industry where first impressions are everything, getting the guest experience right first time is extremely important. Choosing suppliers that share aparthotel's focus on delivering outstanding customer experiences is high on the agenda for hotel management.

With the hotel relying heavily on smart technology to deliver customer value, it was clear an IT partner would need to share a customer-first mindset and be committed to delivering swift problem resolution. Issues affecting the aparthotel's ability to deliver excellent customer service would need fixing as soon as possible. The ability for an MSP to be on-hand to resolve problems fast was top of the priority list.

CUSTOMER PROFILE





INDUSTRY

Hospitality

CHALLENGE

Getting the guest experience right first time with seamless technology solutions.

SERVICES PROVIDED

-  Multiple guest Wi-Fi networks
-  VOIP / telecommunications
-  IT project management
-  Managed IT support

Always on support

Moremicro helped aparthotel implement and integrate a selection of smart features designed to elevate the guest experience, starting at the website pre-booking stage where an AI chatbot assists with common queries.

Additional special touches include personalised welcome messages on the smart TVs and access to personal streaming services like Netflix, Amazon and YouTube - set to clear all guest data on checkout. Understanding issues guests face, like forgetting to log out of online services in the rush to check out, helps contribute to an exceptional customer experience.

Multiple guest Wi-Fi systems facilitate internet connectivity. With corporate clients comprising 40% of week-day stays the ability to offer a separate network from which guests can access their company systems securely is a big benefit. On Moremicro's recommendation the hotel also uses a dedicated high-speed fibre optic resilient line to ensure service continuity should the need arise.

With the business relying heavily on the smooth running of IT systems, the importance of always-on support was paramount.

Delighting customers

Going the extra mile to give a great customer experience is an ethos shared by both aparthotel and Moremicro.

Moremicro ensure the support team is accessible 24/7. One weekend it was discovered that a room had a problem with the smart TV, just hours before the guests were due to check-in. Andreea was able to bypass the usual ticket process and speak direct to the engineer on-call to get a quick resolution.

"Logging tickets is a good thing to do as I can see what has been requested and how many times" explains Andreea as it helps her effectively manage internal user-related issues where necessary. "But we really value that when there's an urgent matter, I can call support direct, and they will look into the problem."



"We're pretty much fully booked, so I can't afford to change rooms if something goes wrong. It needs fixing as soon as possible. The response rate we get from Moremicro is fantastic."

Andreea Anca, Assistant GM