
Signagelive Solutions for Hospitality

Digital signage in hotels is not a new concept. It is most often thought of as the in room TV and entertainment (hotel channels). As a hotelier, you are always seeking ways in which you can engage with your existing and potential customers with the objective of them being loyal and regular customers. The room should not be the first place you interact with your customers. Every business wants the ability to better communicate with its customers and hotels are no different. As with retail the customer journey is becoming increasingly important for hotels.



The last few years has seen a seismic shift in the hardware used in the digital signage market, with organisations choosing to move away from purchasing expensive PCs behind displays. Throughout the technological hardware changes the market has gone, and will continue to go through, Signagelive has ensured that our platform remains compatible with as many possible devices; from the [Samsung](#) and [LG](#) system on chip devices (SoC) through to stand alone media players including [Idea](#) and [Chrome](#). These advancements have resulted in dramatic decreases in capital and maintenance costs, lowering the barrier of entry for all Retail establishments.

Here are a few ways that our customers utilise Signagelive:

Videowalls for Reception / Lobby area



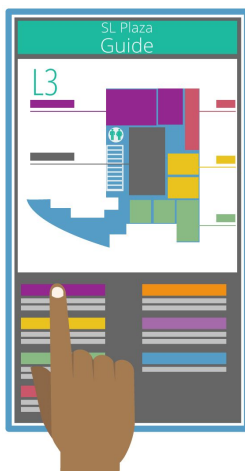
The reception area of any hotel is often its centrepiece, and also where the customer experience starts so make it stand out with stunning video wall arrays and appealing content which will set the tone and expectation of a worthy establishment whether for a conference or a holiday.

Reception Desk Displays

Room rates fluctuate depending on the time of day or year, or the demand due to a conference. Increased competition and special promotions are not easily catered for through traditional printed signage. In 24 hour receptions when the concierge is not on duty a kiosk can be used to provide information to travellers on the go. Avoid having long queues for those frequently asked questions and add to the customer journey. Kiosks can also take the form of self check in areas for those business travellers who may wish to bypass reception and possible long lines.



Digital Building Directory



The first thing for anyone visiting a conference or a trade show is to see clear signage of where to go. Multiply that by hundreds if not thousands of individuals coming through the doors and those screens employed for exactly this kind of information all of a sudden look like an amazing investment in comparison to the bulky large panners and stand up signs. This is even more apparent when there are multiple conferences happening at a hotel during the week and rooms get used for different things. Digital signage eliminates the need for printed signage for any room changes.

Room Booking

Small signage outside of the conference / meeting room help to reinforce that customer journey for everyone. Quickly see which room you are supposed to go to. Sync the information with the reception calendar if you need to extend the meeting time.



Event reader boards



Highlight local attractions and or events happening within the hotel, or resort. Track adoption of how useful the information is by having a QR code for specific promoted events. Incorporate weather or stock market information. Perhaps even display special messages for attending guests or a wedding party to make their day extra special.

Flight Information

Many hotels are situated nearby airports and so it is imperative that guests are always kept up to date with the latest flight information, any potential delays or cancellations. Having flight information display systems (FIDS) is an excellent way of adding further value to the customer journey.

FLIGHT INFORMATION				
SCHED	DESTINATION	FLIGHT NO.	STATUS	TERMINAL
21:10	IBIZA	ZB308	FINAL BOARDING	T2
22:05	DOHA	QR871	SCHEDULED 22:15	T1
23:30	ZAKYNTHOS	TOM2671	SCHEDULED 23:30	T2
00:10	PALMA	TOM429	CANCELLED	T2
00:45	NAPLES	BA3817	SCHEDULED 00:45	T1
01:15	VENICE	EJ213	SCHEDULED 01:15	T2
01:42	PARIS	AF473	SCHEDULED 01:42	T1
02:10	AMSTERDAM	KM3817	SCHEDULED 02:10	T2

Loyalty Programmes



Scan your card at the kiosk and automatically get points added. As a Gold or Platinum member specific 'in house only' promotions may be applicable.

Increase your member status at the Gym based on sessions which you book into and get the perks specific to it. *"As a customer of X Gym you receive 10% discount at your next annual renewal"*.

To learn more about our [solutions](#) and sign up for a free trial, please email us at sales@signagelive.com



Authorized Reseller



QUANTUM SPHERE
GATEWAY TO EXCELLENCE

S. No. 128/1
PO Box 4077
Dural, NSW 2158 Australia
P: 1300 571 188
E: sales@qsphere.com.au
F: 02 8569 0655
www.qsphere.com.au