

giving

great service at Hotel LaTour

Fast check-in and check-out is key to the standards their guests expect

The flagship Hotel LaTour in Birmingham city centre needed check-in and check-out facilities that reflected its focus on high quality service. It wanted to welcome guests with fast access to their rooms, and add value to the check-in and check-out process. With technology at the core of the hotel's guest services, a smartly designed, integrated self-service solution fitted the bill.

Hotel LaTour now uses Atos self-service kiosks to power its progress. Guests at the brand new Birmingham Hotel LaTour can check-in fast at one of four glass panelled units - beautifully designed for the stylish location. They can use them for other services too, like ordering a newspaper or booking a table at the Aalto Restaurant, serving Modern Classics inspired by Marcus Wareing, and then begin their stay without delay.



Attractively packaged to reflect a high quality brand

The challenge

Hotel LaTour is a new brand in UK hospitality, opening five hotels in prime city locations in the next five years. The company believes its guests want hospitable staff to offer superb service in stylish surroundings, backed by forward-thinking technology.

The flagship Hotel LaTour opened in Birmingham, five minutes' walk from New Street railway station. The hotel has 174 bedrooms, and a business floor with flexible meeting spaces for 120 people. As a measure of the hotel's ambition, leading chef Marcus Wareing is advising on food.

Whether guests are staying for business or leisure, Hotel LaTour wanted to set high service standards right from the start. That meant fast check-in and check-out, with no frustrating queues at reception, offering guests additional services in the same process, and freeing up hotel staff to help.

The solution

Atos had the business technology and design capabilities to respond. Atos self-service kiosks now provide fast automated check-in for Hotel LaTour's guests - all attractively packaged to reflect the high quality Hotel LaTour brand and hotel lobby décor.

When guests arrive at the hotel, they can check-in at one of four kiosks in the lobby. Their booking details are cross-referenced, and automatically update the hotel's property management system. Guests from outside the UK are recognised, and invited to scan in their passport.

The system offers other services before the check-in process is complete. Guests can order newspapers for room delivery - the most common 'extra' ordered at reception. Booking a table at the restaurant is simple, using a direct link to the table reservation system. Payment is then taken, a room key card is generated, and guests are on their way.

Atos self-service kiosks meet Hotel LaTour's very exacting brand requirements - from the materials and design of the casings to the look of the screen, and the tone and type of language used on it. One is designed specifically to meet the needs of disabled guests.

“People are looking for something new from a hotel, and we think we offer it. Today's guests want great service, and they want fast service. That means self-service, which is as important in full-service stylish hotels such as Hotel LaTour as it is anywhere else. Atos self-service kiosks are serving our guests to the high standards we demand.”

Jane Schofield, Managing Director, Hotel LaTour

Benefits

Guests make a positive start to their stay at Hotel LaTour. Corporate customers arriving in groups, particularly, often face long queues at other hotels. Self-service check-in means delays at Hotel LaTour are minimised, saving business guests time and money, and improving satisfaction for all.

Atos self-service kiosks are appealing and simple to use for guests, and because hotel staff are freed up from the check-in process, they can be on hand to help. The kiosks are also reliable, achieving more than 99% availability. In-built monitoring software ensures paper and card key stocks are never allowed to run out.

Hotel LaTour's brand positioning is well supported by the solution. As well as enhancing guest service, the kiosks are designed as stylish glass panelled units - enticing guests to use them. Hotel LaTour has a self-service solution that integrates smoothly with its back office systems, offering significant added value potential for guests. For more information, visit: www.hotel-latour.co.uk

About Atos

Atos is an international information technology services company with annual 2011 proforma revenue of EUR 8.5 billion and 74,000 employees in 48 countries. Serving a global client base, it delivers hi-tech transactional services, consulting and technology services, systems integration and managed services. With its deep technology expertise and industry knowledge, it works with clients across the following market sectors: Manufacturing, Retail, Services; Public, Health & Transports; Financial Services; Telecoms, Media & Technology; Energy & Utilities.

Atos is focused on business technology that powers progress and helps organisations to create their firm of the future. It is the Worldwide Information Technology Partner for the Olympic and Paralympic Games and is quoted on the Paris Eurolist Market. Atos operates under the brands Atos, Atos Consulting & Technology Services, Atos Worldline and Atos Worldgrid. For more information, visit: www.atos.net.

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