



EDWARDIAN HOTELS

LONDON



Michael Mrini

Director of Information Technology

Edwardian Hotels London



Luxury Hotels:

10 x Central London

1 x Heathrow Airport

1 x Manchester

1 x The Londoner, Leicester Square - 2020





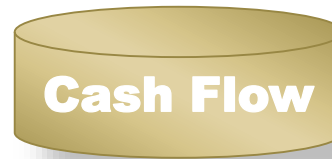
EDWARDIAN
HOTELS
LONDON

RAISING THE BAR



EDWARDIAN HOTELS

LONDON





EDWARDIAN
HOTELS
LONDON

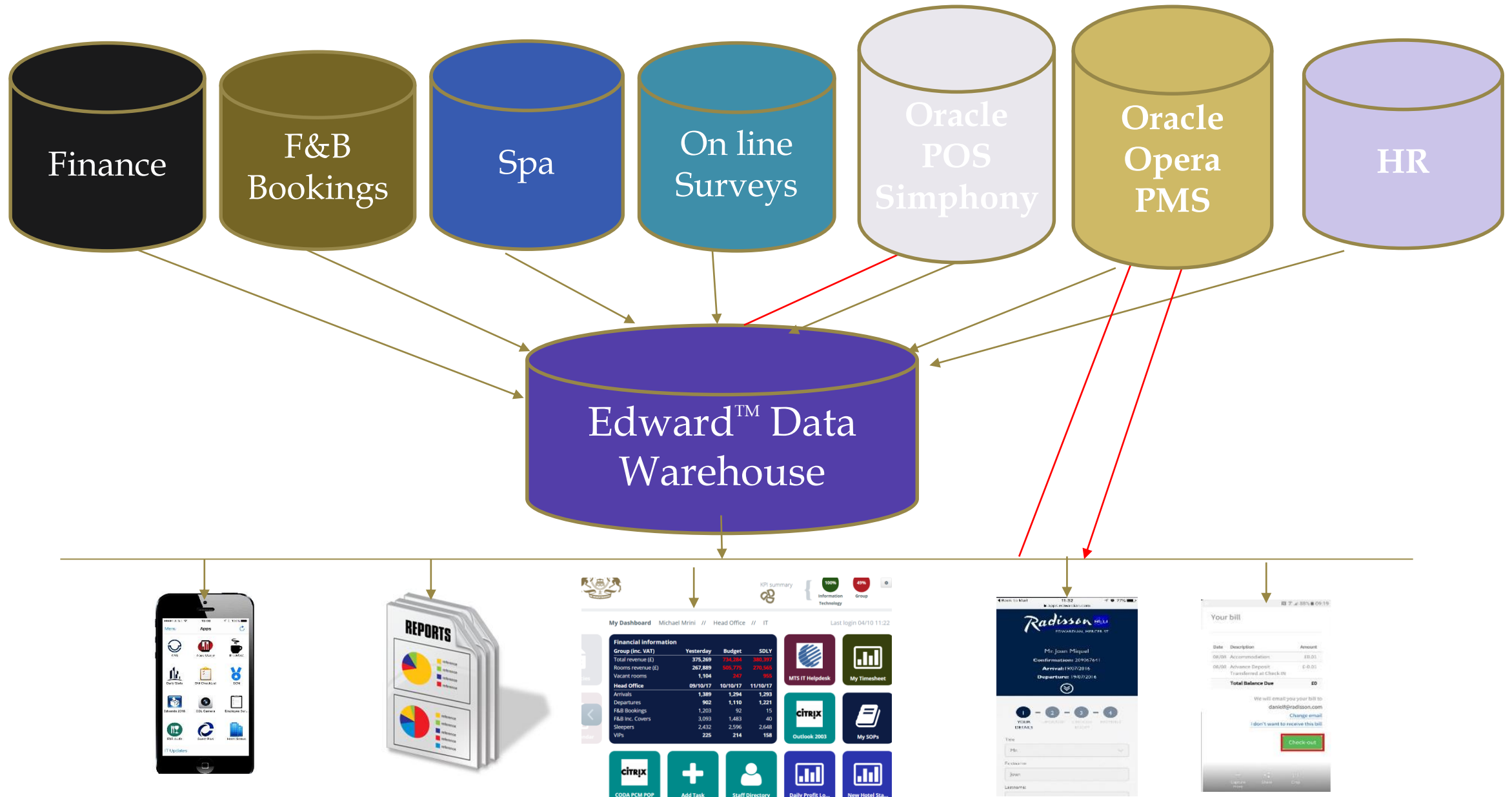
OUR HOSTS



EDWARDIAN
HOTELS
LONDON

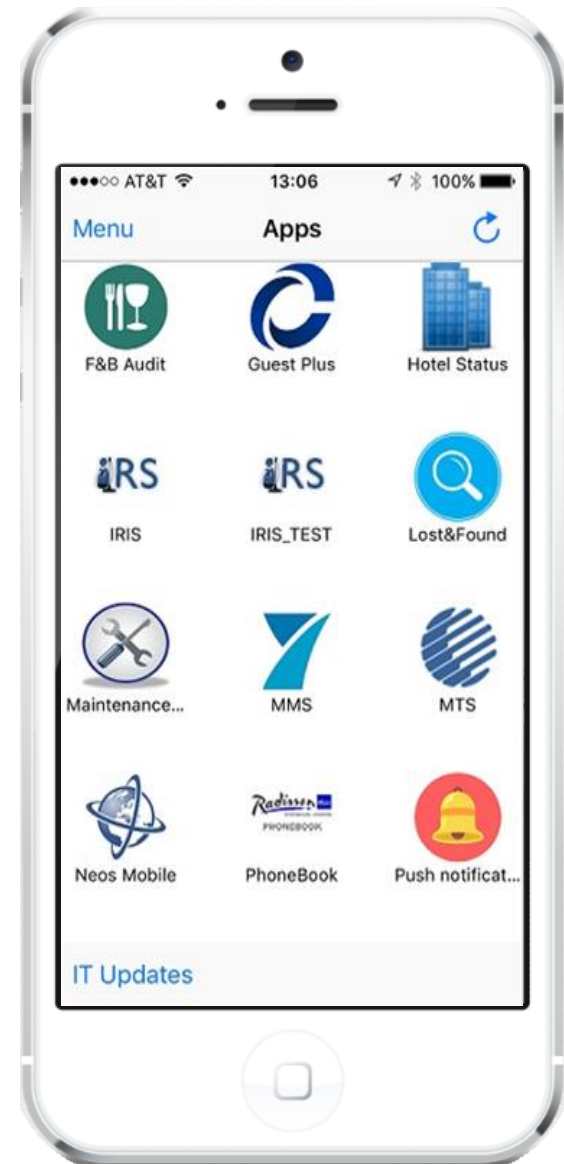
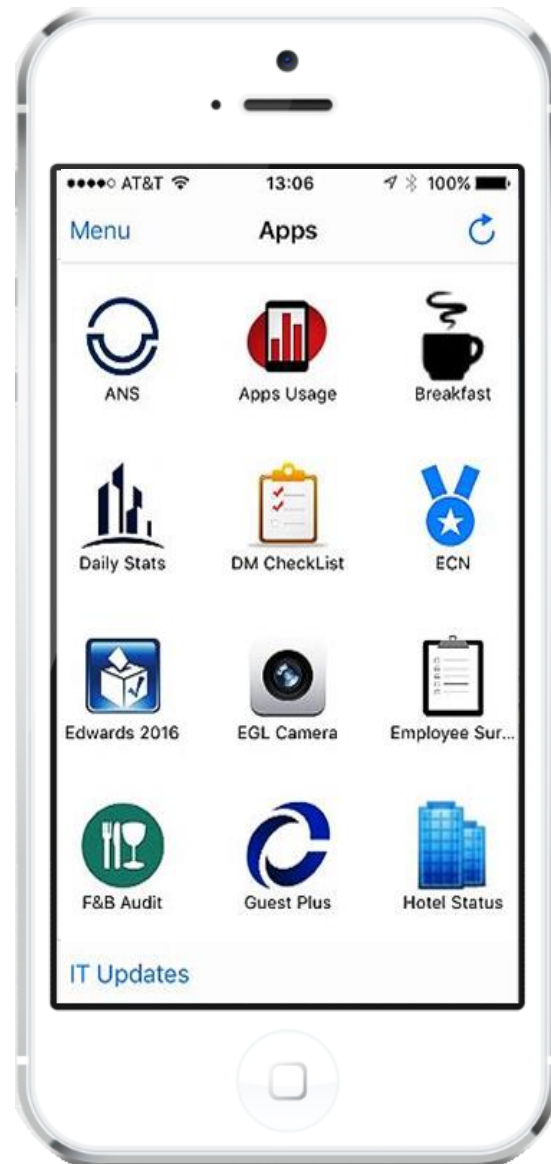
MOBILISING EHL

Data Warehouse



Over 30 mobile apps

At least one mobile app per department







iPod 15:24

< Back

Water, glasses present/
tray clean?

Hair dryer present/
clean?

Magazine up to date & in
good condition?

Compendium Clean and
all contents present?

Telephone Working/Clean?

Wardrobe doors/
drawers/shelves clean?

Hangers, matching &
neatly arranged?

Was the iron/iron board
clean?

Were bathrobes/slipper
available?



iPod

15:30

Welcome *DIOGO ANDRE*
MARCAL DA SILVA

Refresh



New Work Order



My WO

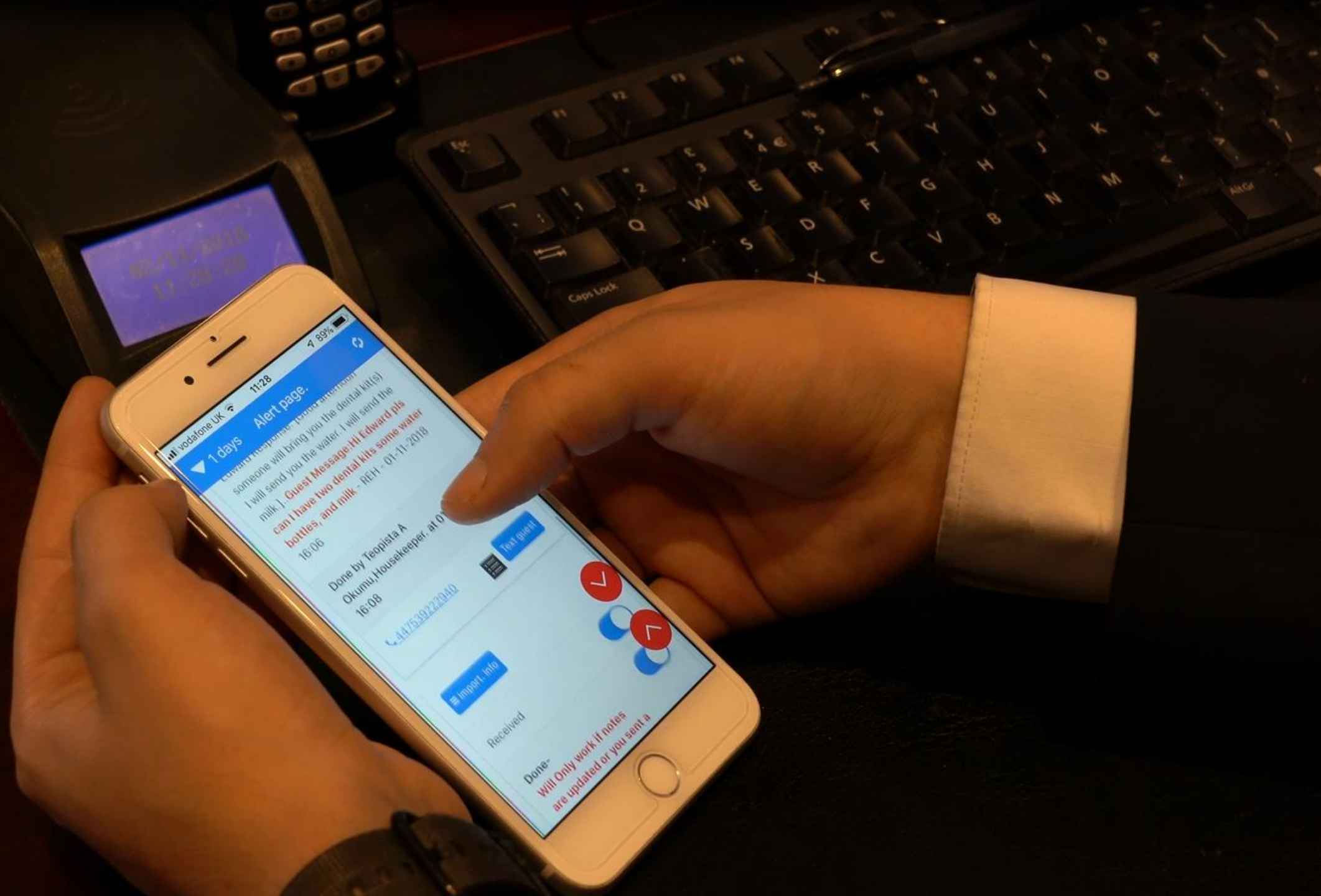


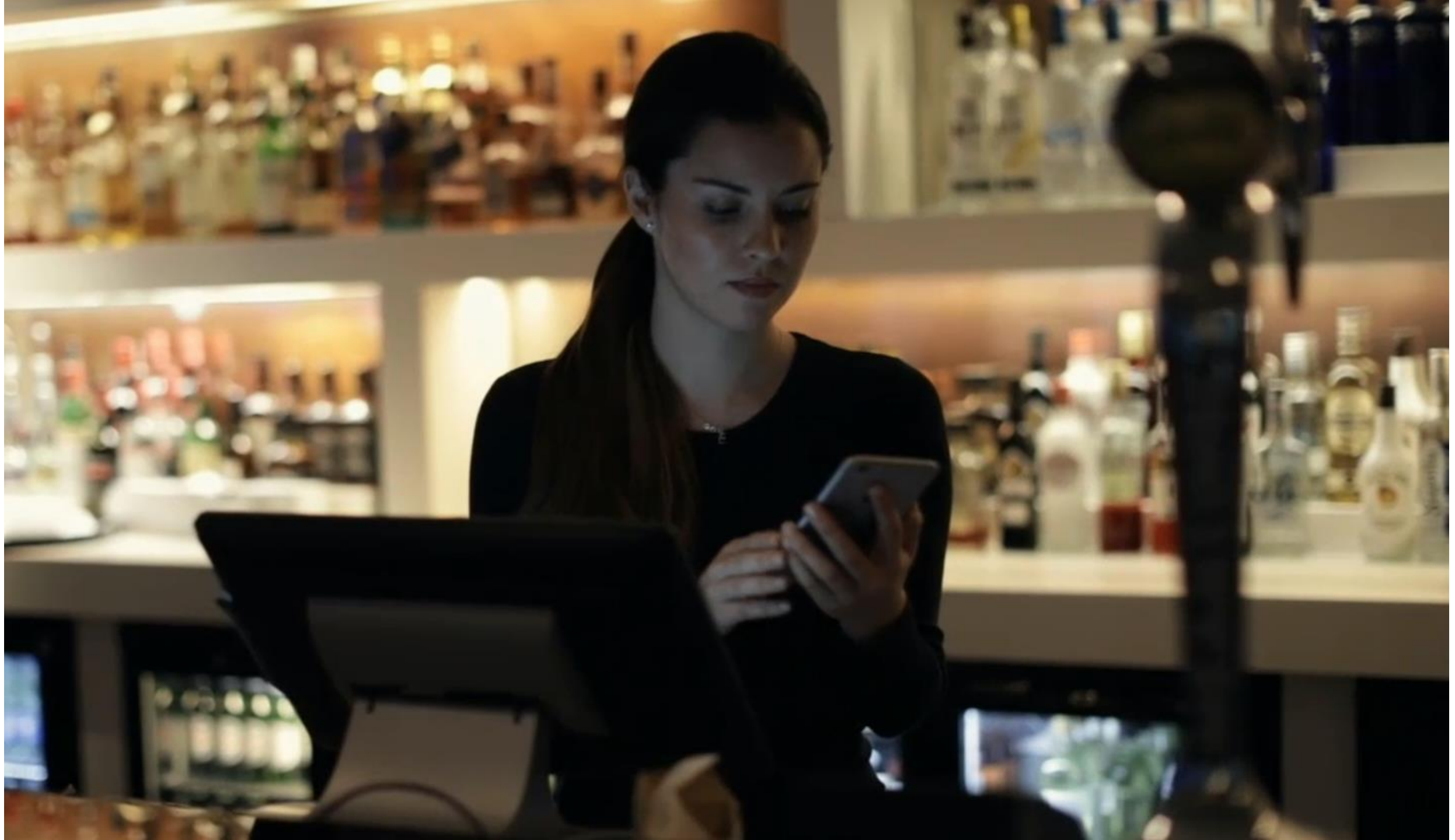
Assign WO

In progress



Closed WO





17:50

Guest...

Save

Done

Add person

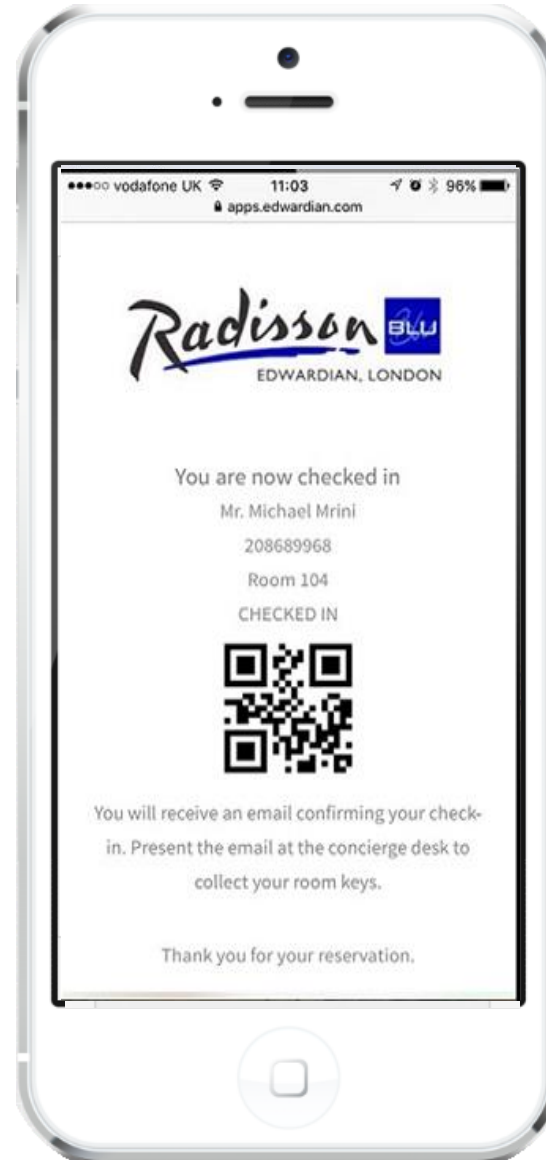
Guest selected a room using online checkin.





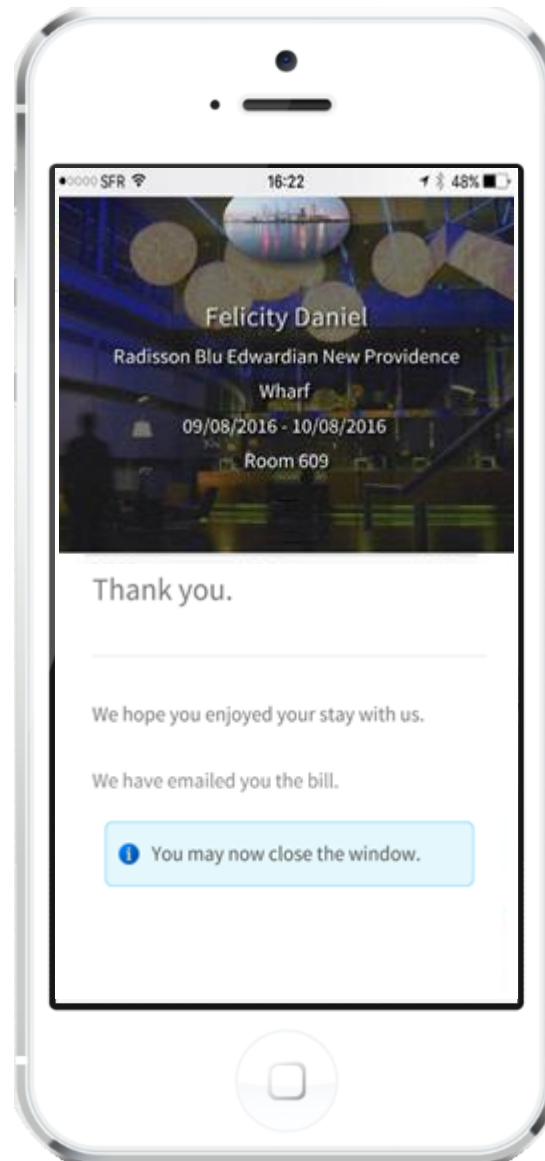
What about our guests?

On line check-in





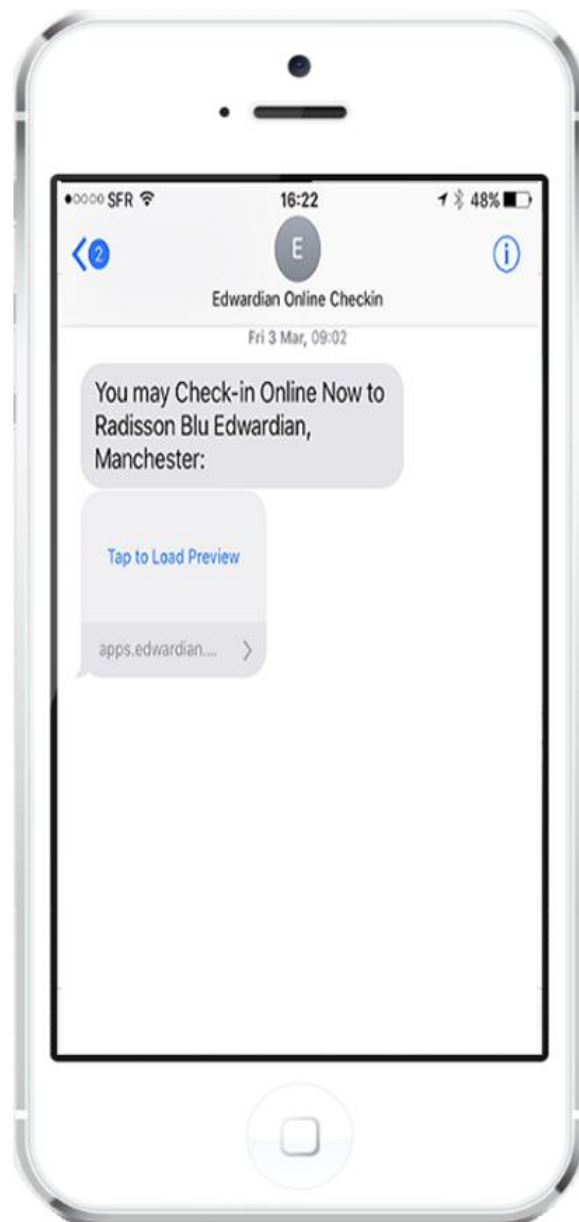
On line check-out





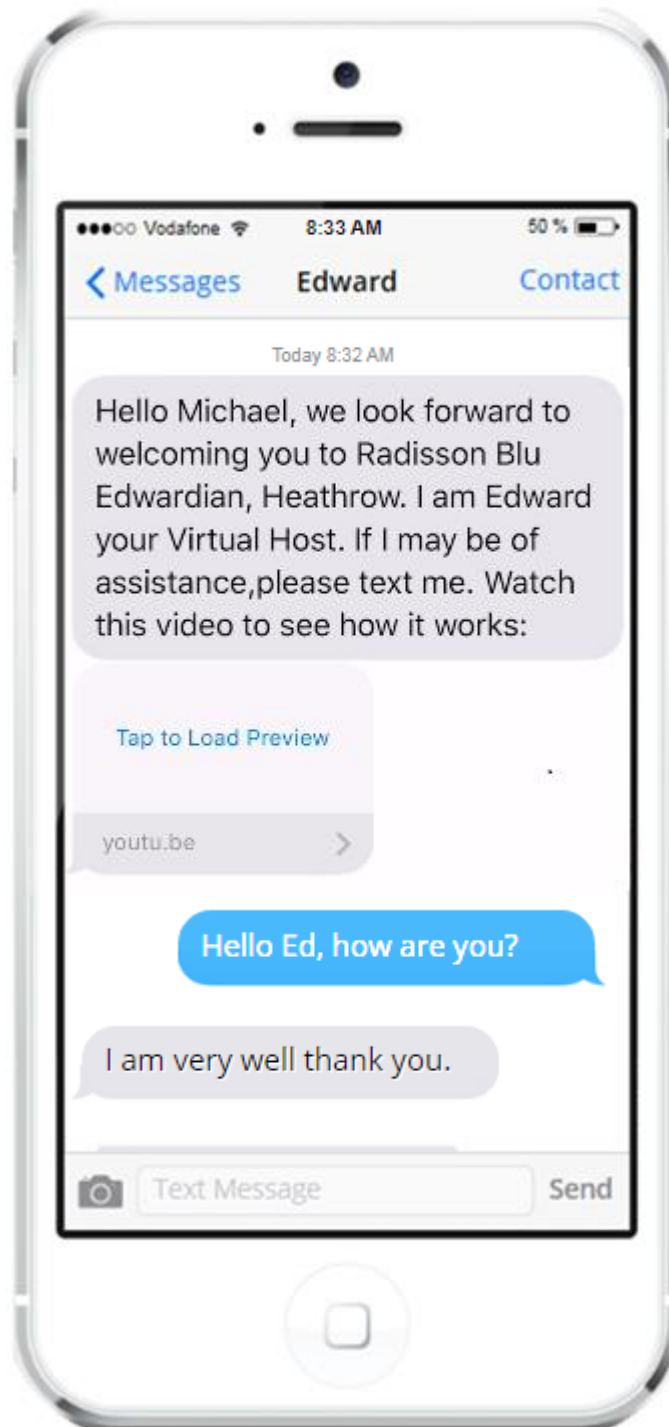
EDWARDIAN
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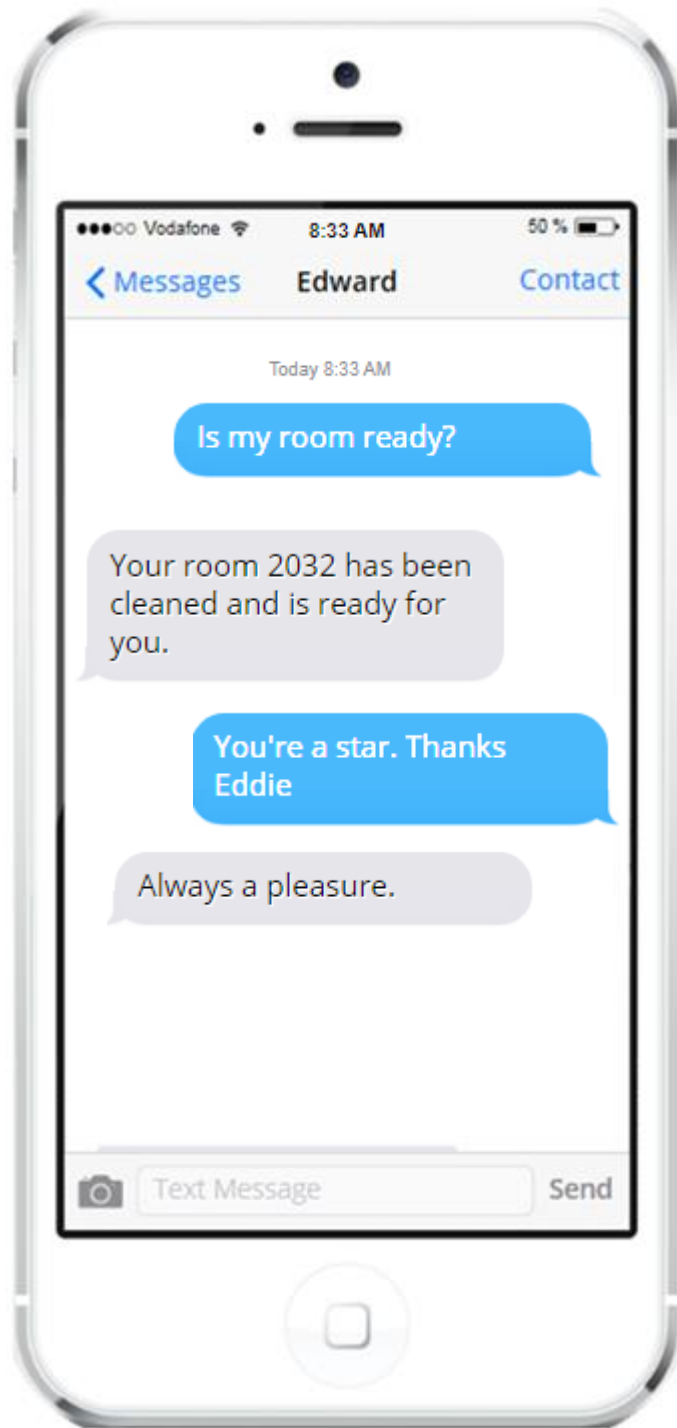
What happened next...

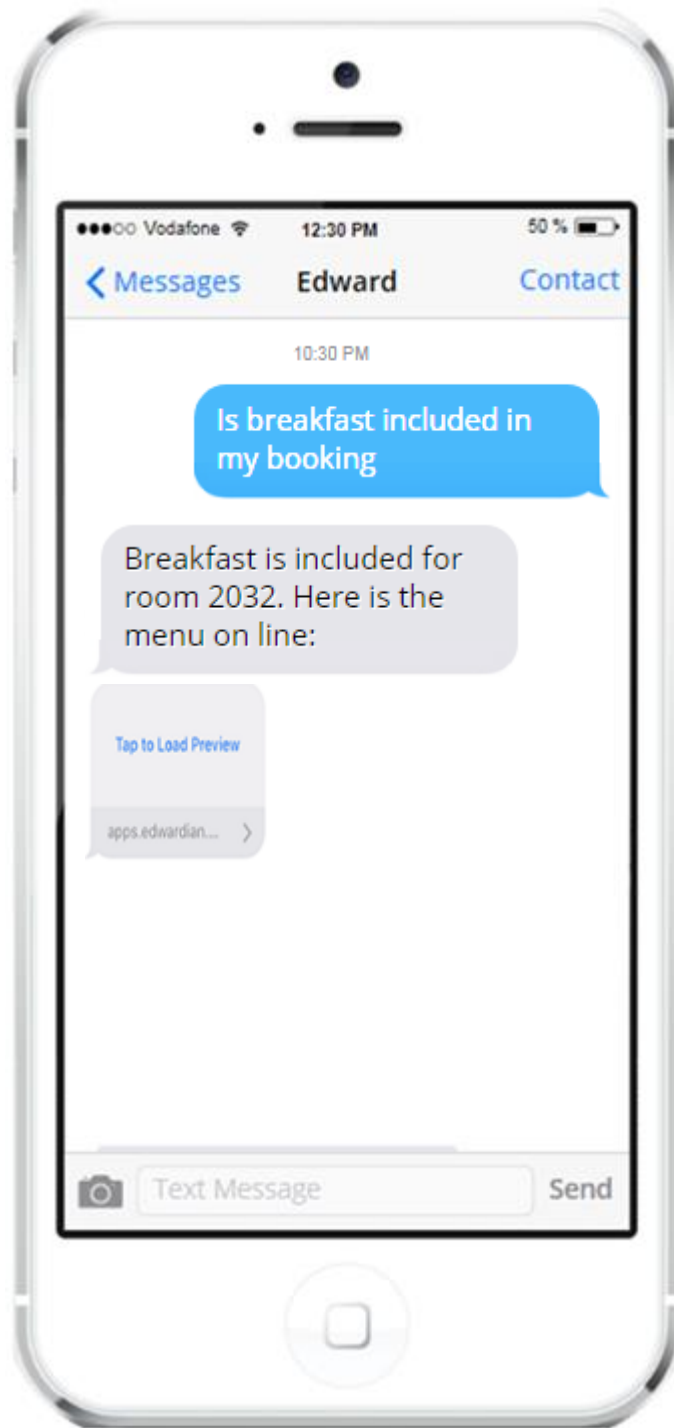


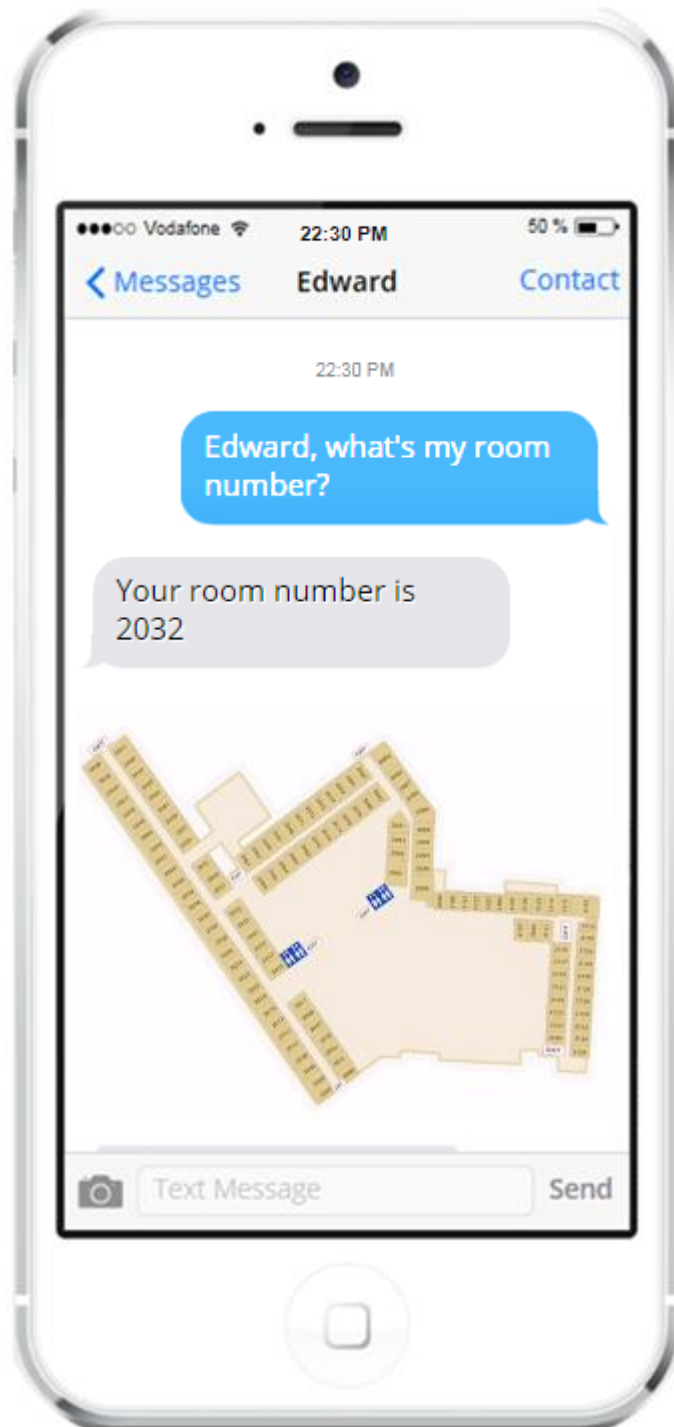
Edward™

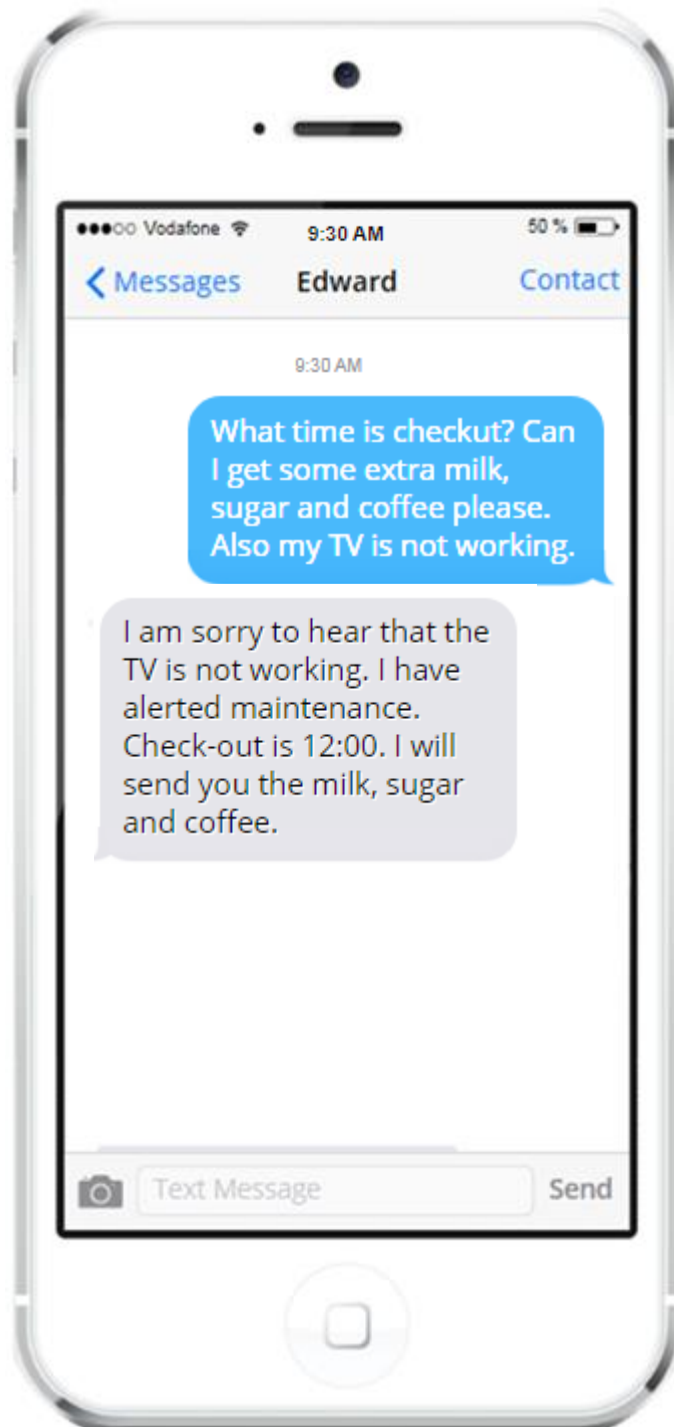
The Virtual Host









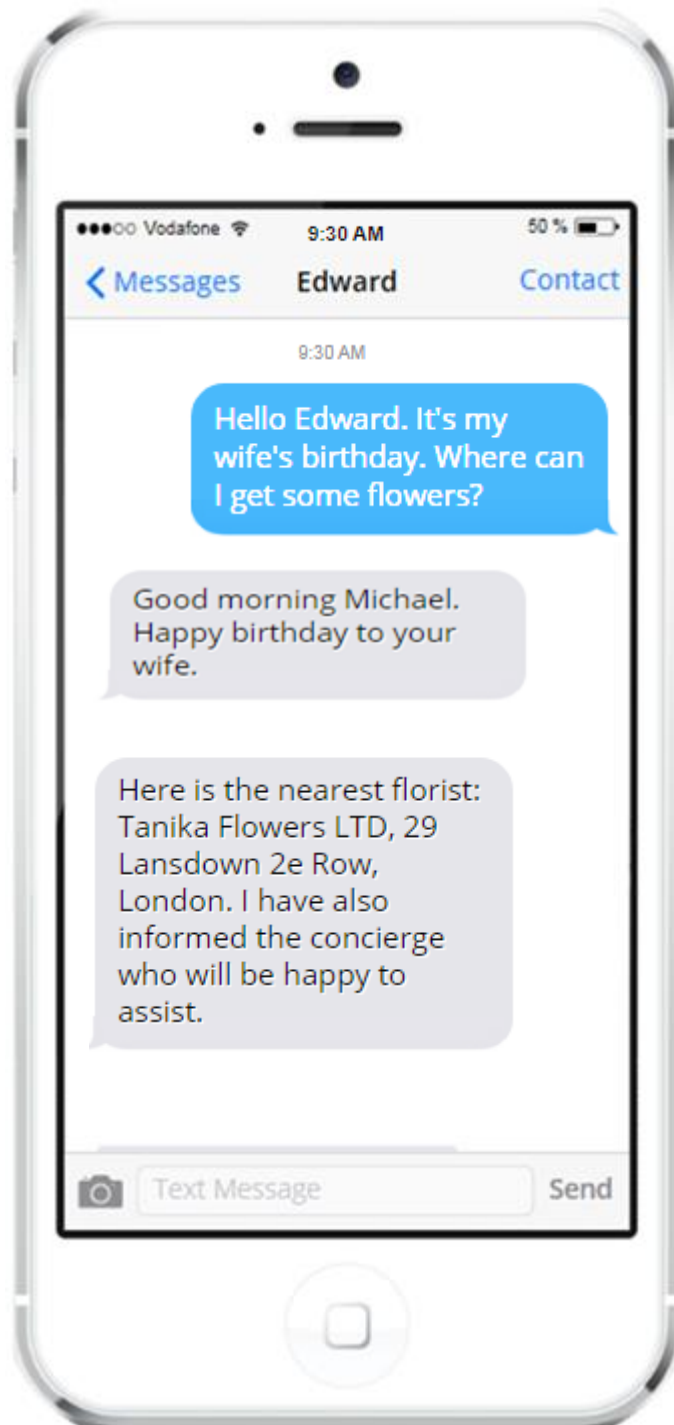


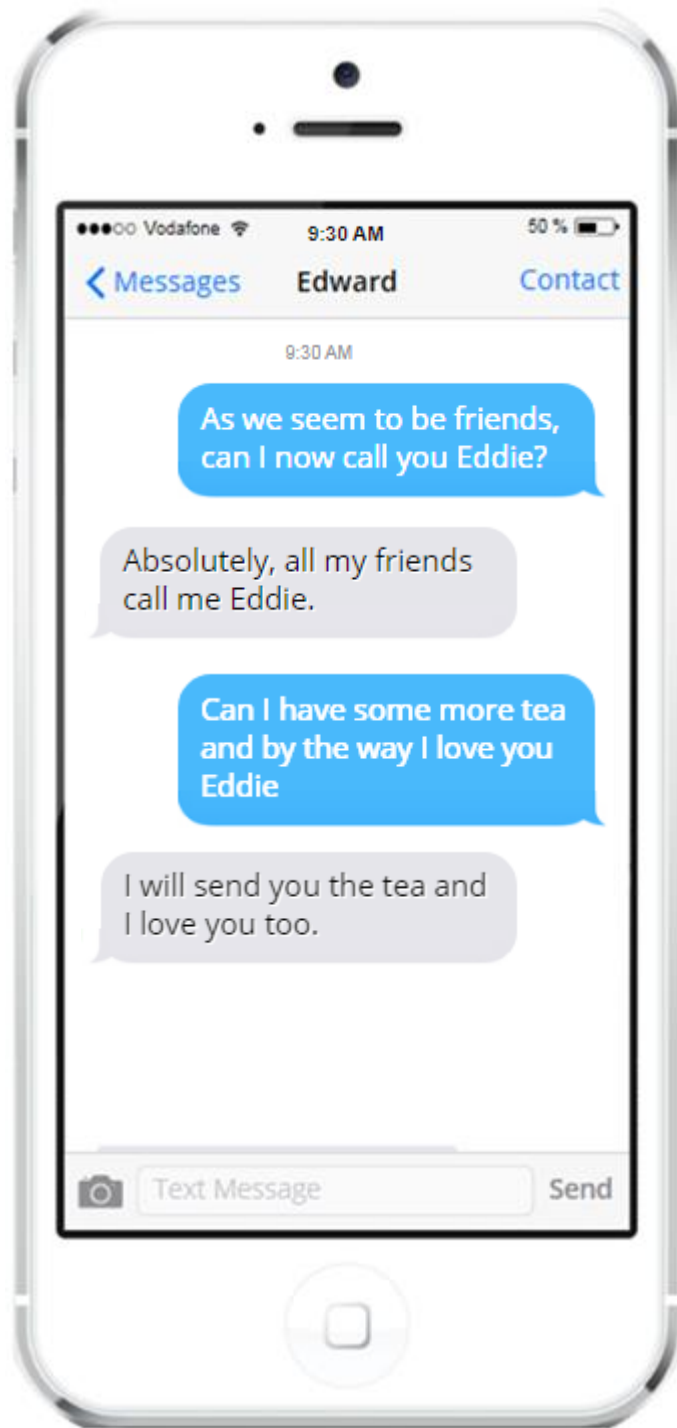
9:30 AM

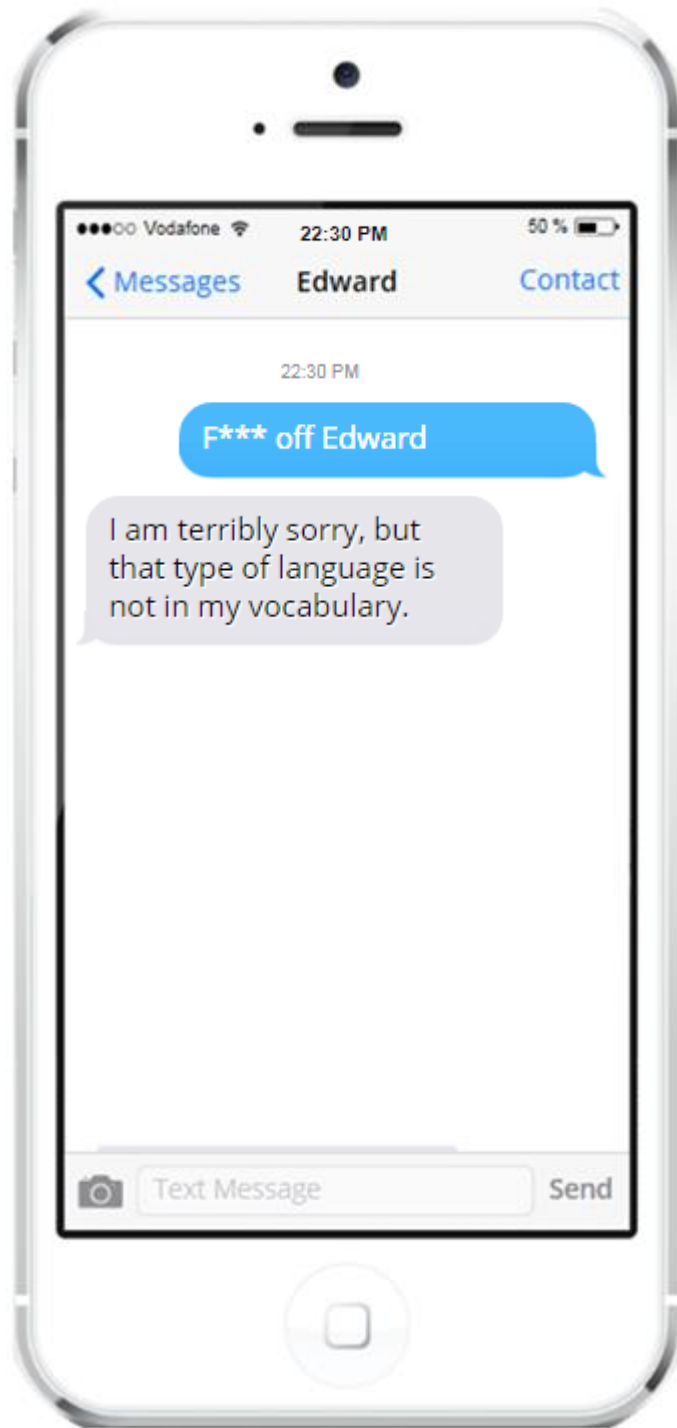
What time is checkut? Can I get some extra milk, sugar and coffee please. Also my TV is not working.

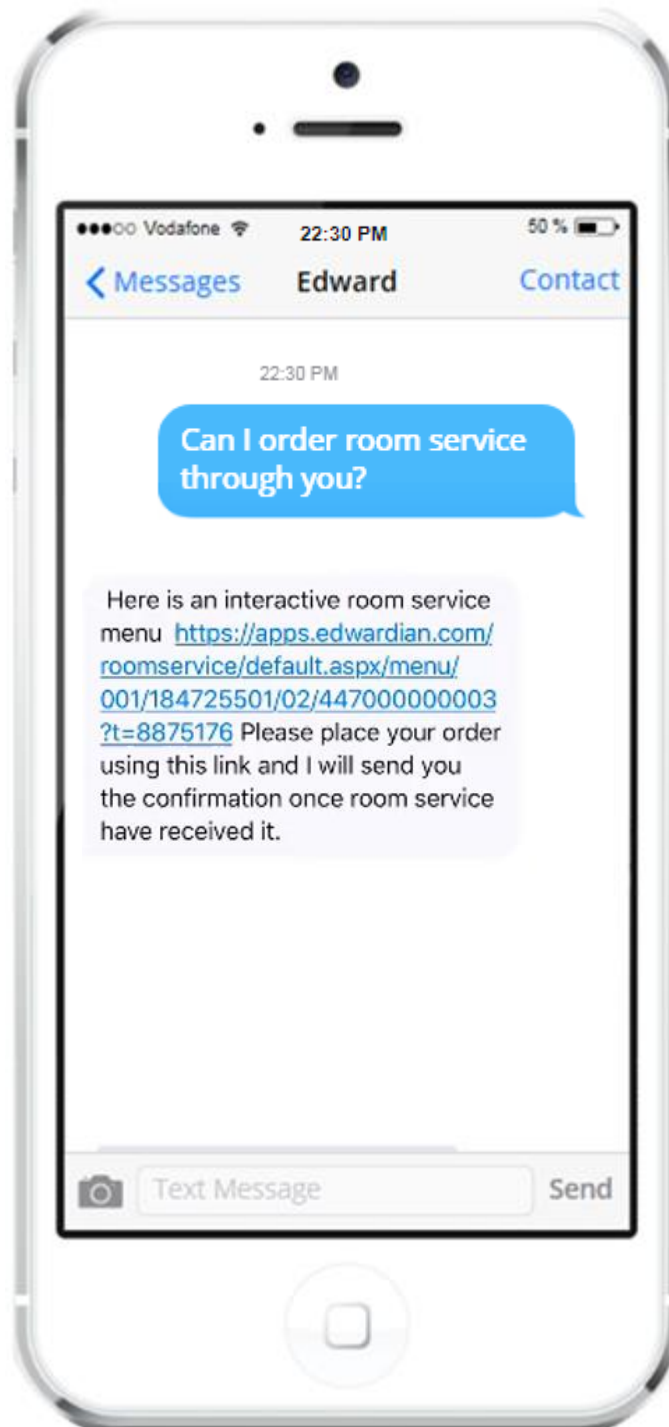
I am sorry to hear that the TV is not working. I have alerted maintenance. Check-out is 12:00. I will send you the milk, sugar and coffee.

Text Message Send









Vodafone 22:30 PM 50 %

< Messages

Edward

Contact

22:30 PM

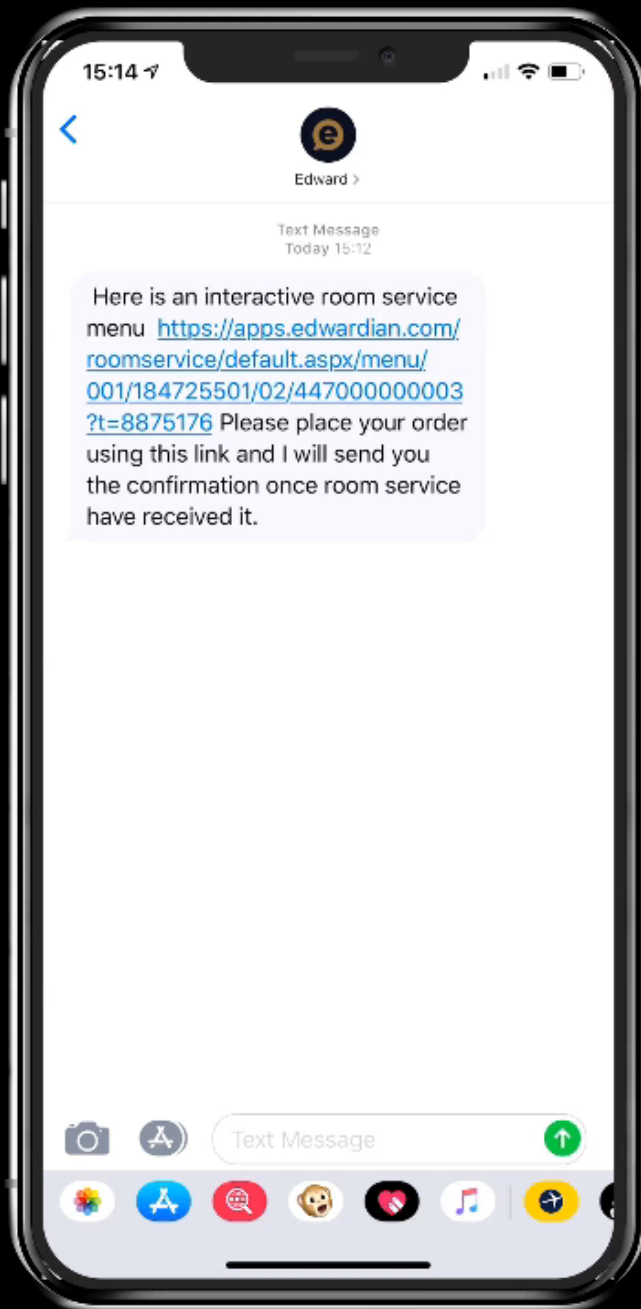
Can I order room service through you?

Here is an interactive room service menu <https://apps.edwardian.com/roomservice/default.aspx/menu/001/184725501/02/447000000003?t=8875176> Please place your order using this link and I will send you the confirmation once room service have received it.



Text Message

Send







Mon 27/11/2017 00:01

Edward

Guest Michelle [REDACTED] arriving 27/11/2017 Previous Edward Requests. 003

To ■ ALL HOUSEKEEPING

Based on pervious guest requests, please put extra water in the room for Miss Michelle [REDACTED]

23/05/2017

Manchester, Room 405: "can I have more water please"

25/04/2017

Kenilworth, Room 155: "can I have extra water delivered to room 155 please"

EdwardTM
For Employees

16:04



30-09-2019 15:30

What's my next shift

30-09-2019 15:31

Your next shifts are
Monday 09:00 to 17:30,
Tuesday 09:00 to 17:30,
Wednesday 09:00 to 17:30,
Thursday 09:00 to 17:30,
Friday 09:00 to 17:30,
Saturday day off.

30-09-2019 16:03

What's my holiday balance

30-09-2019 16:04

Your holiday balance is 12 days

Type your message



SEND



Check-In



Check-Out



Logout

16:04



Who's my manager

30-09-2019 15:43

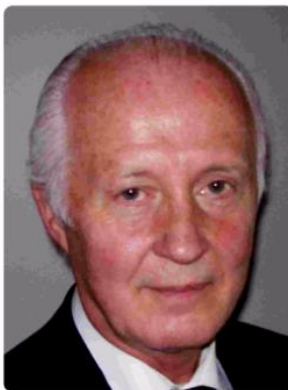
Your supervisor is O'connor, Mike

30-09-2019 15:43

Who's mike O'connor

30-09-2019 15:43

I believe it is OPERATIONS DIRECTOR - OCONNOR, MIKE



Type your message



SEND



Check-In



Check-Out



Logout

Edward M&E™







▣ **2017**

▣ **Edward handled 49% of all requests**

▣ **2018**

▣ Edward handled **58% of all requests**

▣ **2019**

▣ **Edward handled 70% of all requests**

- ▣ **Guest Survey**

- ▣ **NPS score up by 8 points**

- ▣ **Guests who used Edward during their stay**
 - ▣ **4 points higher.**

- ▣ **The average Edward room service order**
- ▣ **is between 10% and 50% higher than phone orders across all our hotels.**

2019

Edward helped over 70,000 guests

From 93 countries

In 66 languages



msw01 wrote a review Sep 2019

📍 united Kingdom • 81 contributions • 41 helpful votes



Seamless Stay so impressed

"We have just returned from a 1 night stay at Radisson Blu Edwardian , and what a great experience all round.

We travelled down by train, received a text from hotel to say that we could check in on line to save time, therefore we did..within 20mins we had checked in , chosen our room and received text stating that our room was ready to be checked inso impressive...

We then got communication from the virtual host, again fantastic experience...

Arrived at hotel, room key handed over, and straight to room....seamless

Throughout our stay the level of customer service has been amazing, just want to say thank you for a truely memorable experience and the breakfast was superb...

Room was clean, modern , compact and adequate."

Read less ▲



Lindsey D wrote a review Sep 2019



📍 Stevenage, United Kingdom • 43 contributions • 7 helpful votes



Excellent hotel for conference

'This week I ran a meeting at this hotel for 20 people, including accommodation. The hotel and its staff is excellent. The location was important as we were attending a conference at The ExCeL at the latter part of the week. The hotel is close to the DLR and its very easy to walk there. The views from the restaurant are brilliant, very nice treat at breakfast. As the organiser of the large group I was very kindly upgraded to a one bedroom suite which was a lovely treat. The hotel staff were all so nice and kind and nothing was too much for them. Our group enjoyed using The River Room for our meeting, as again, the view was stunning. Oh and the Edward app is a dream come true for anyone organising a busy conference, it saved on my feet! Thank you!'

[Read less](#) ▲

Date of stay: September 2019



Superb visit in an amazing hotel

'... do any more for us. A visit to the spa was a must, completely immaculate and the facilities were excellent. I really enjoyed the relaxation form. On departure the hotel arranged the free shuttle service to take us back to the station. We absolutely loved the virtual Edward...'

Read more ▼



A Gem x

'Stayed here for the Easter weekend, booked last minute after another hotel we booked had some really bad reviews and I could not be happier that we did. This hotel is a home from home, from booking to check out there is nothing I can say that is not positive. We were able to check in in advance of our travel and pick our own room there are not many places you can do that, I travel far and wide this is a great added bonus. We were messaged by "Edward" the virtual concierge with all our confirmations. Our room was ready early and I got a text message from "Edward" to tell me we could check in straight away, the reception staff were so helpful and friendly the hotel modern and clean it was fabulous. Our room was great, a fabulous size for a city centre hotel and everything we could need we had, and if we didn't "Edward" sorted it out. From extra pillows to directions to the nearest tube. It was absolutely fabulous. We will definitely be staying again, I am already planning a return for November.'

[Read less](#) ▲

Date of stay: April 2019

"Excellent hotel with fantastic service"



Alex L (73 Reviews)

Newcastle upon Tyne, United Kingdom

Great location, spacious and well designed rooms (I recommend room 304 - large and quiet), comfortable bed, lovely bathroom, free and speedy wifi and lots of storage space. I was impressed with the virtual host text service - Edward kindly secured me a late check out and was keen to help with anything else I needed. I was also informed by text as soon as the room I'd pre-selected in online check in was cleaned and ready for me to pick up the keys.

Breakfast was absolutely fantastic - one of the best I've had in London.

I only have positive things to say about this hotel and hope to be back soon.

**Best Use of AI and
Associated Technologies**



**EDWARDIAN
HOTELS**
LONDON

GOLD





Edward





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HOTELS
LONDON

Thank you
mrinim@Edwardian.com