



EDWARDIAN  
HOTELS  
LONDON

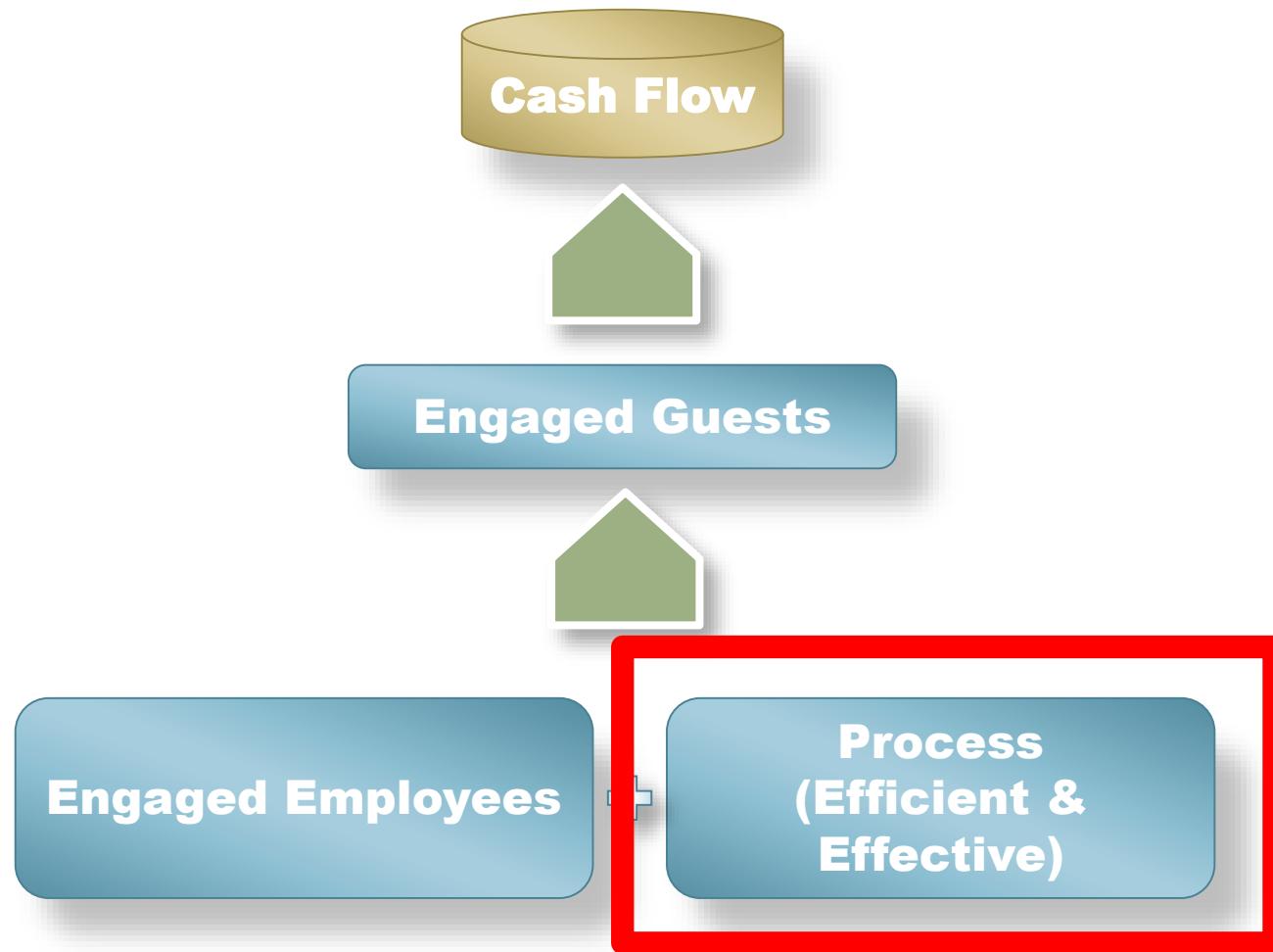


**Michael Mrini**  
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**Luxury Hotels:**  
**10 x Central London**  
**1 x The Londoner, Leicester Square -**  
**2019**  
**1 x Heathrow Airport**  
**1 x Manchester**

# STRATEGY - RAISING THE BAR

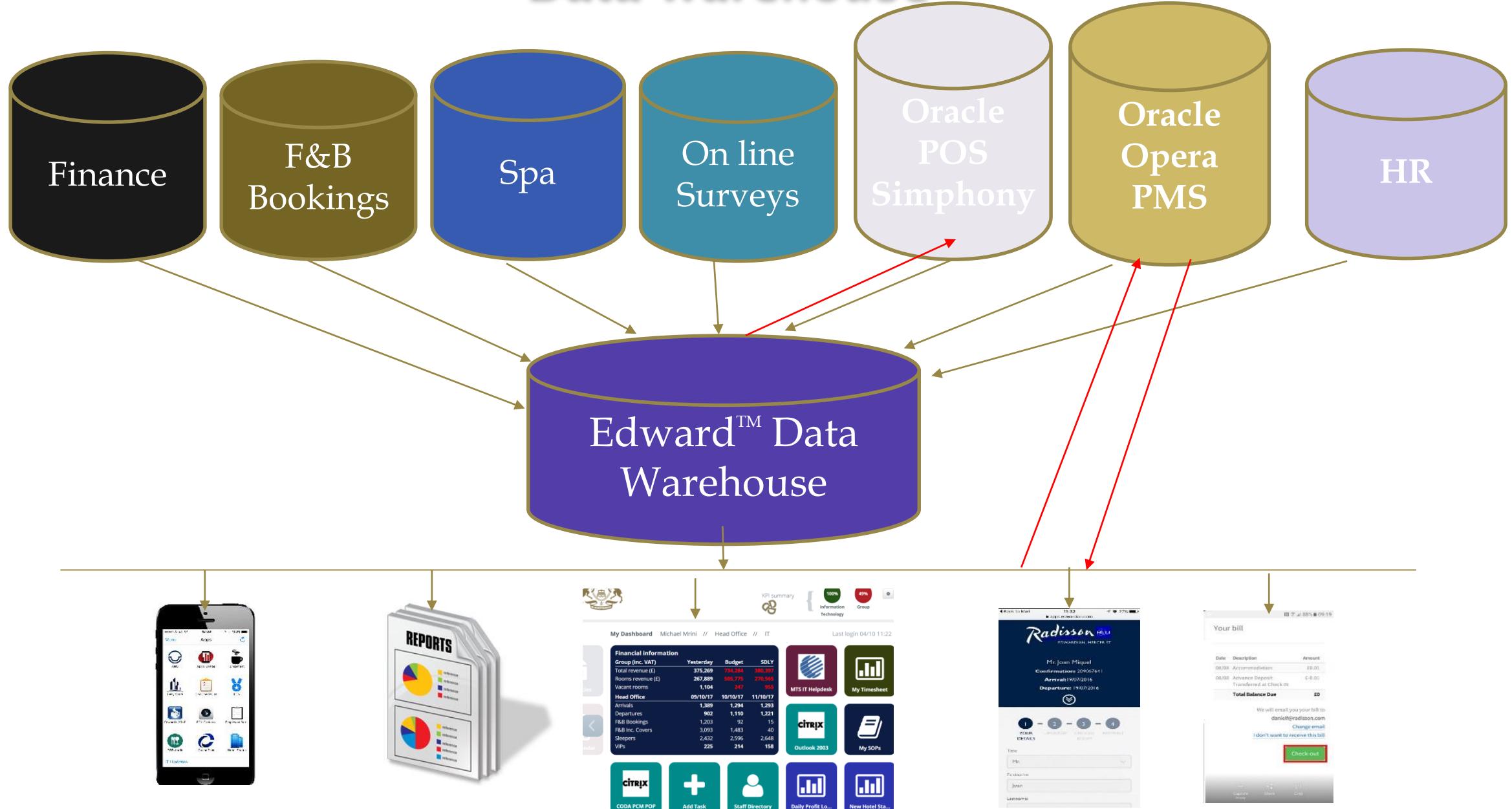




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MOBILISING EHL

# Data Warehouse

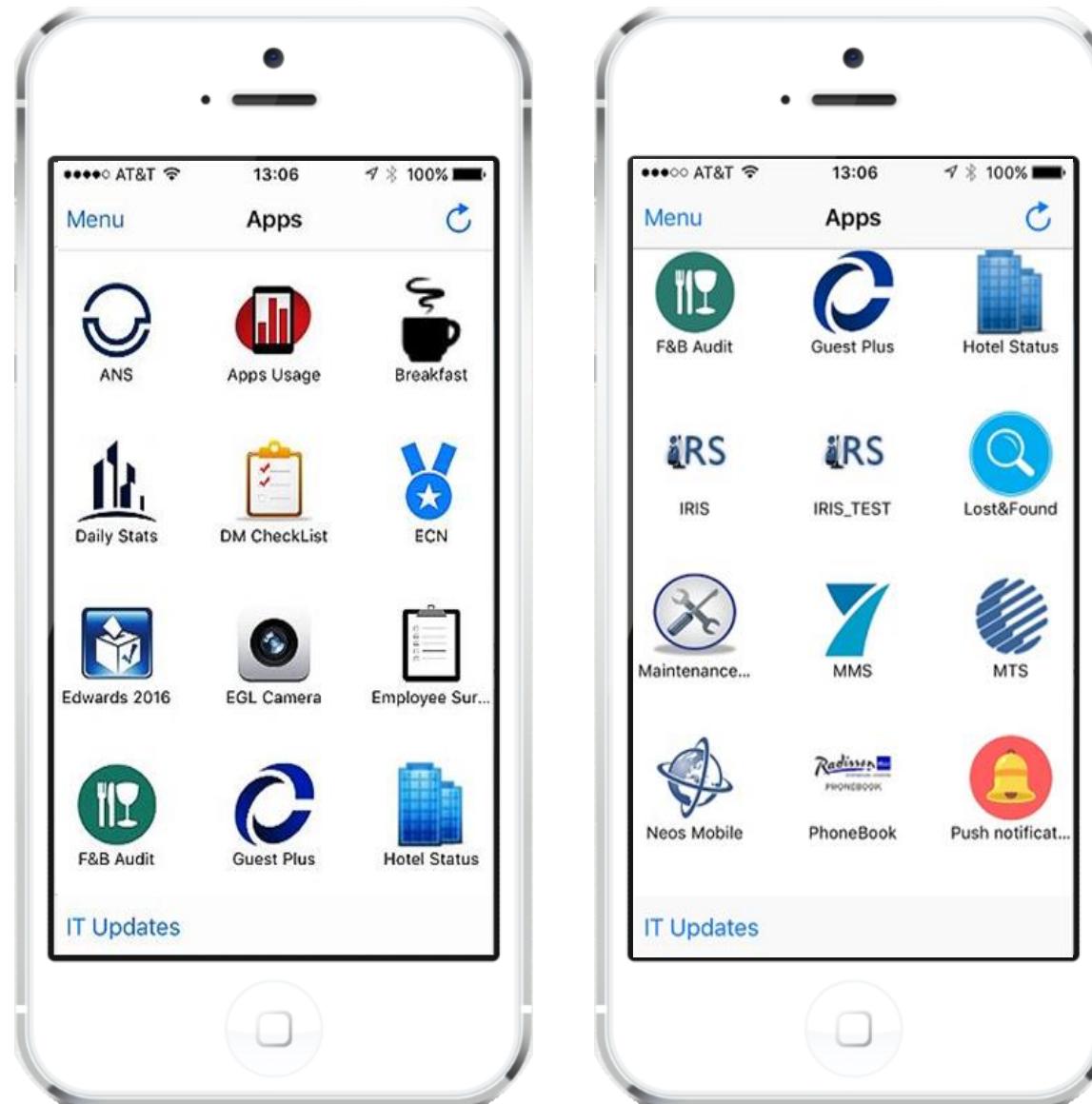




# EMPLOYEE MOBILE APPS

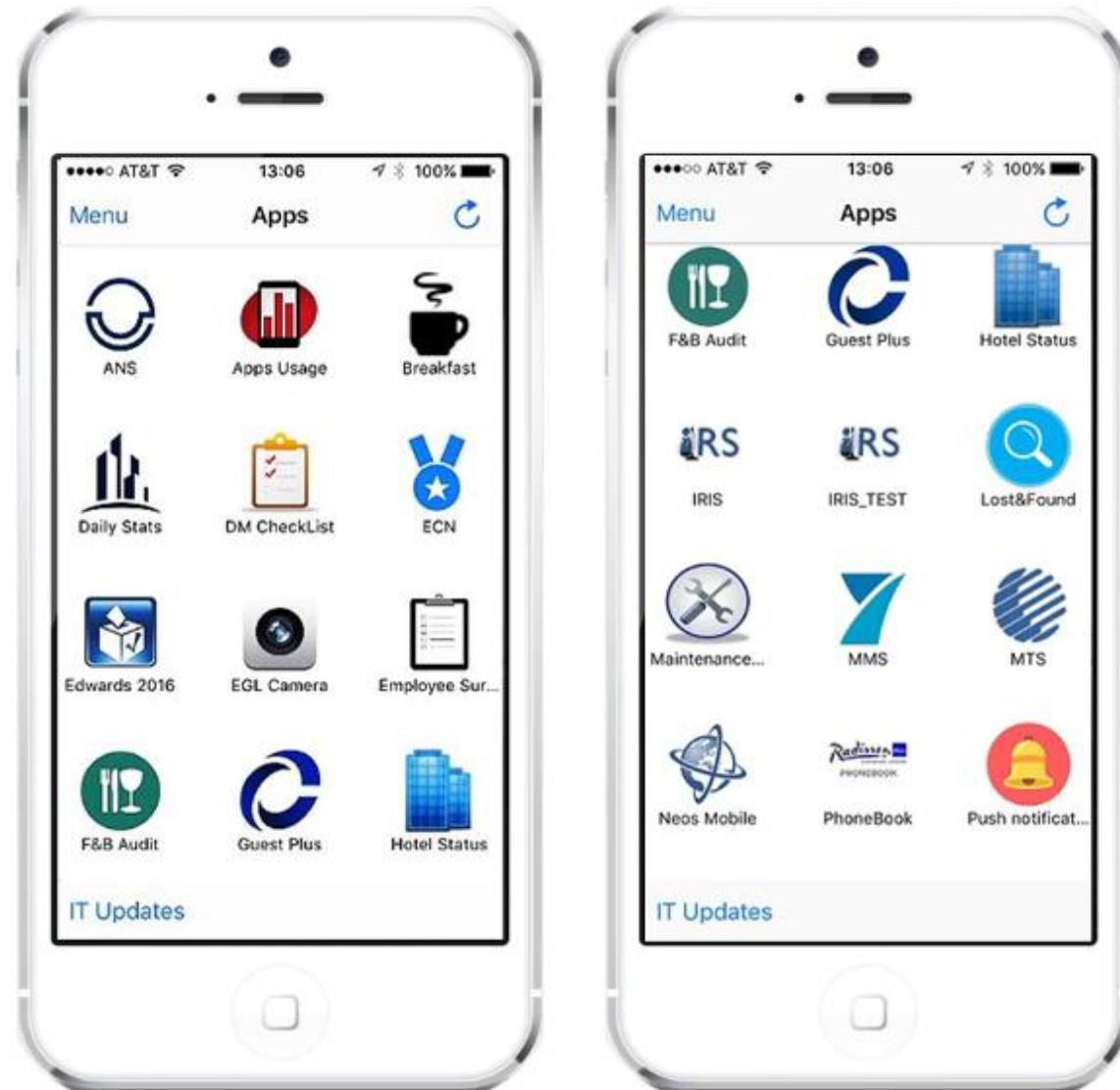
# Over 30 mobile apps

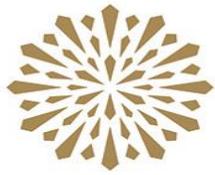
## At least one mobile app per department



# Over 30 mobile apps

## At least one mobile app per department

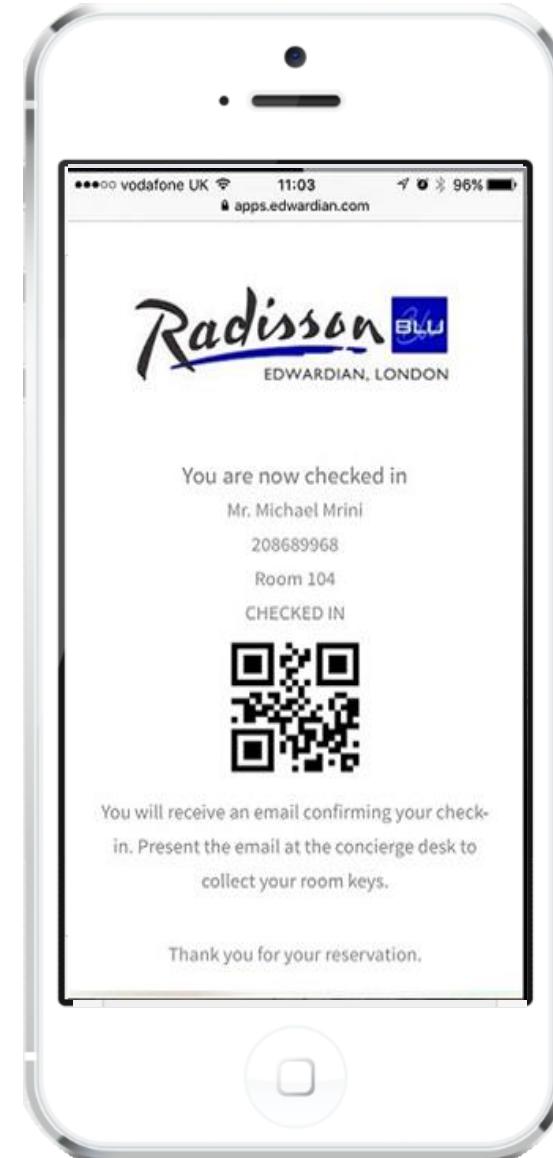




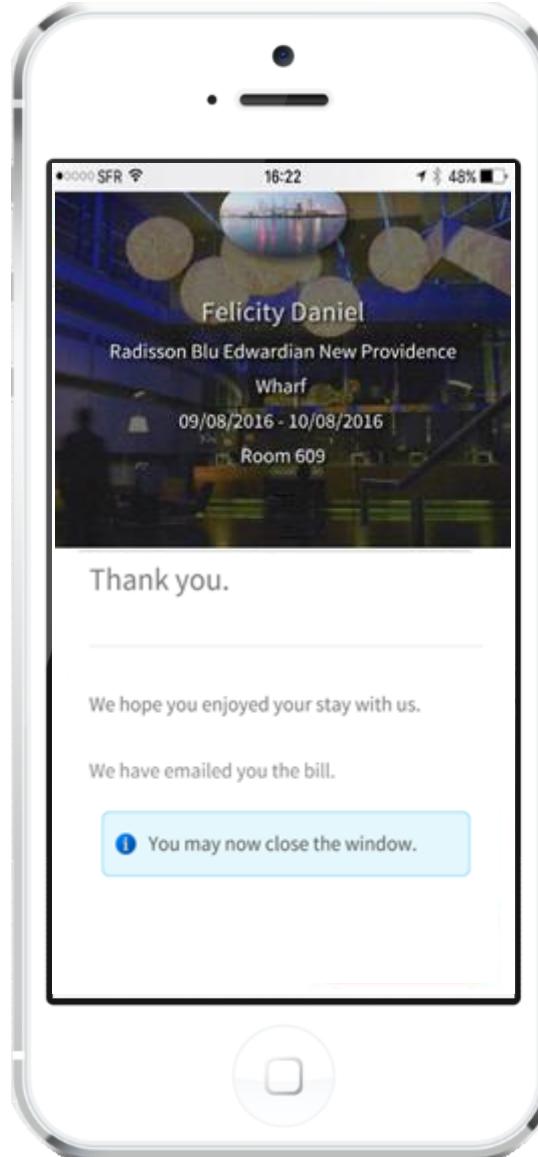
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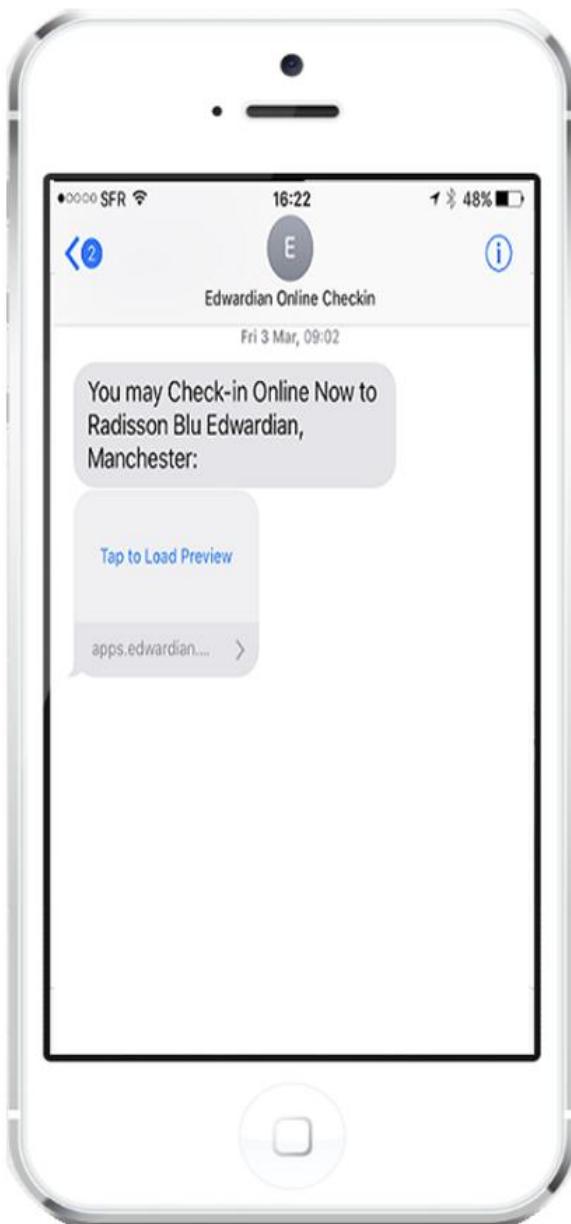
GUEST SELF SERVICE

# ON LINE CHECK-IN

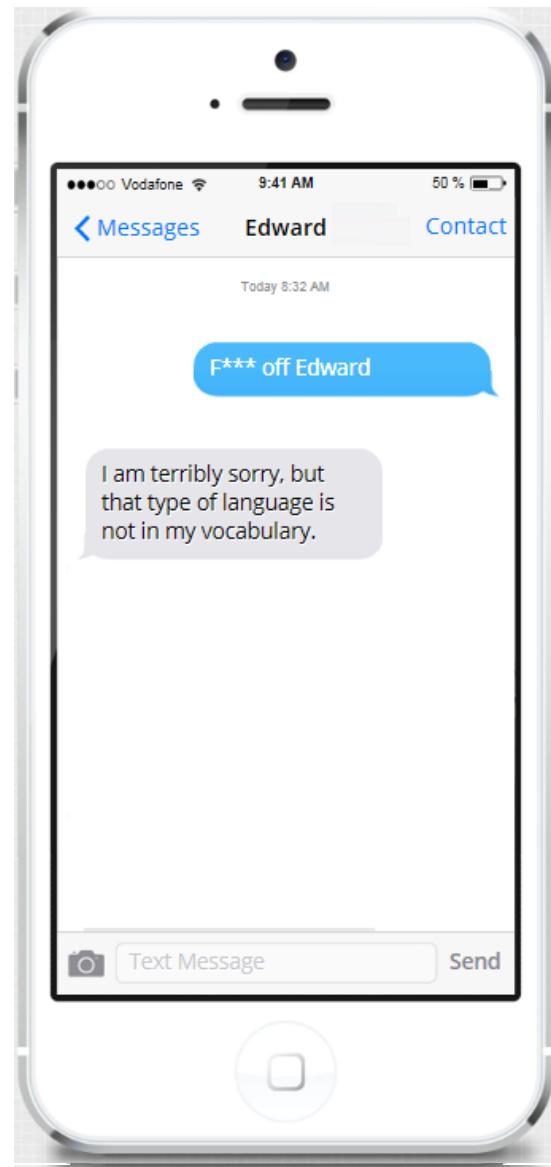


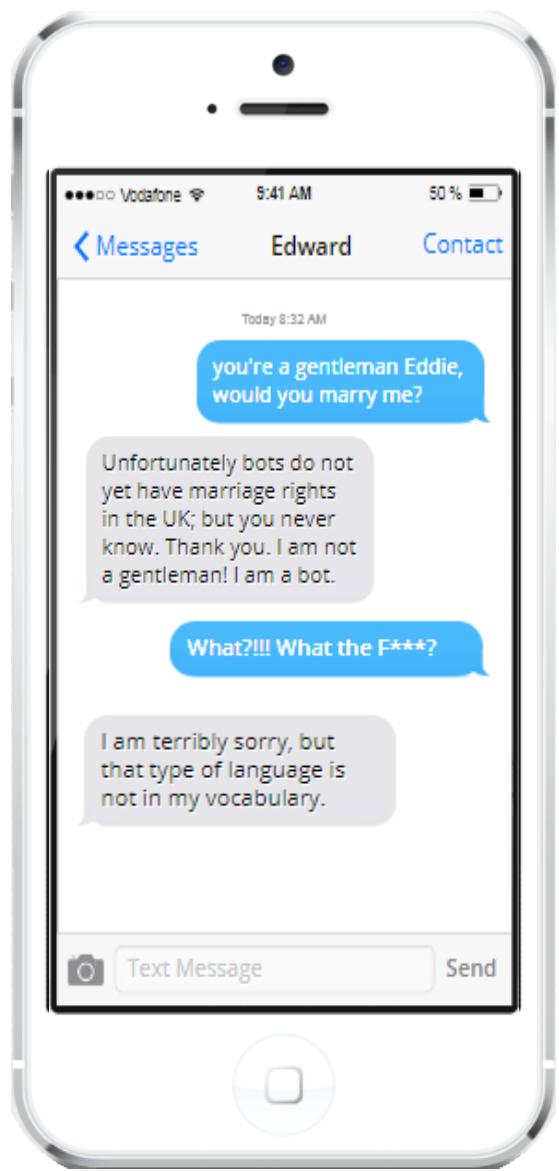
# ON LINE CHECK-OUT



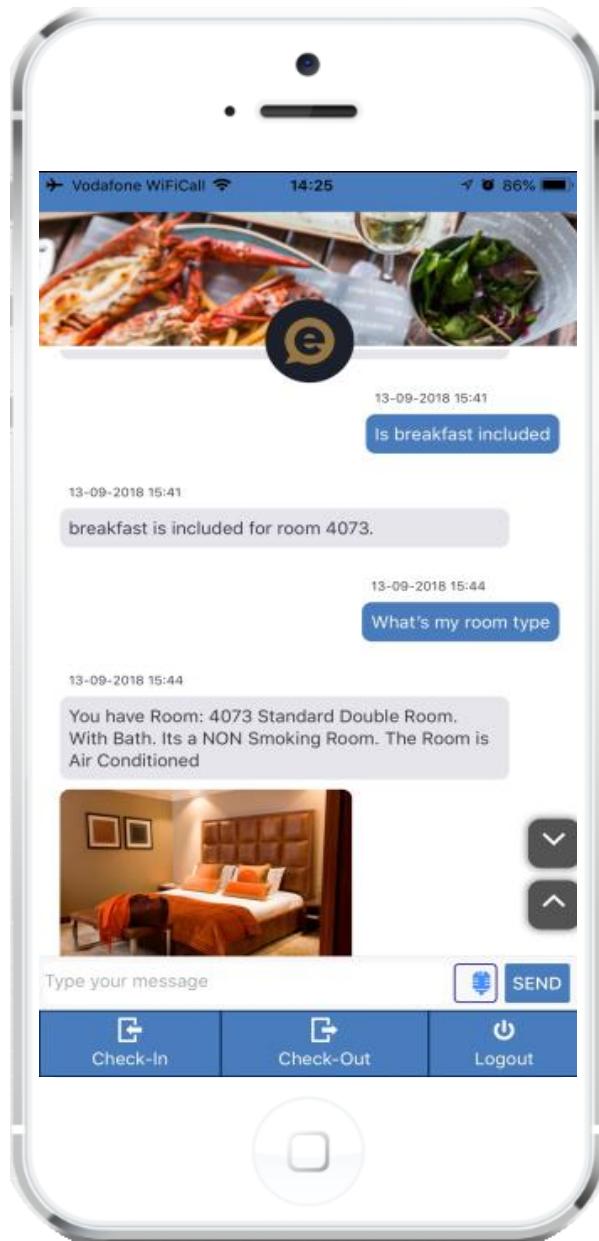


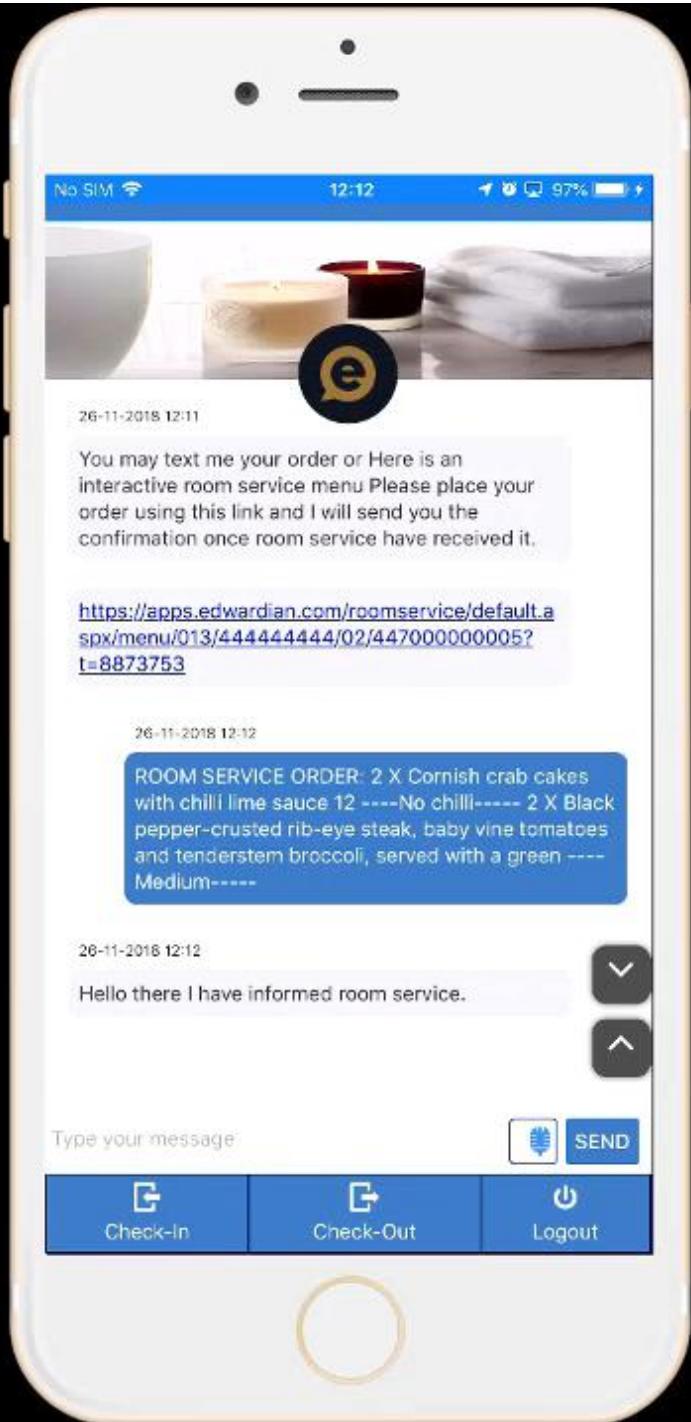
Edward™  
The Virtual  
Host

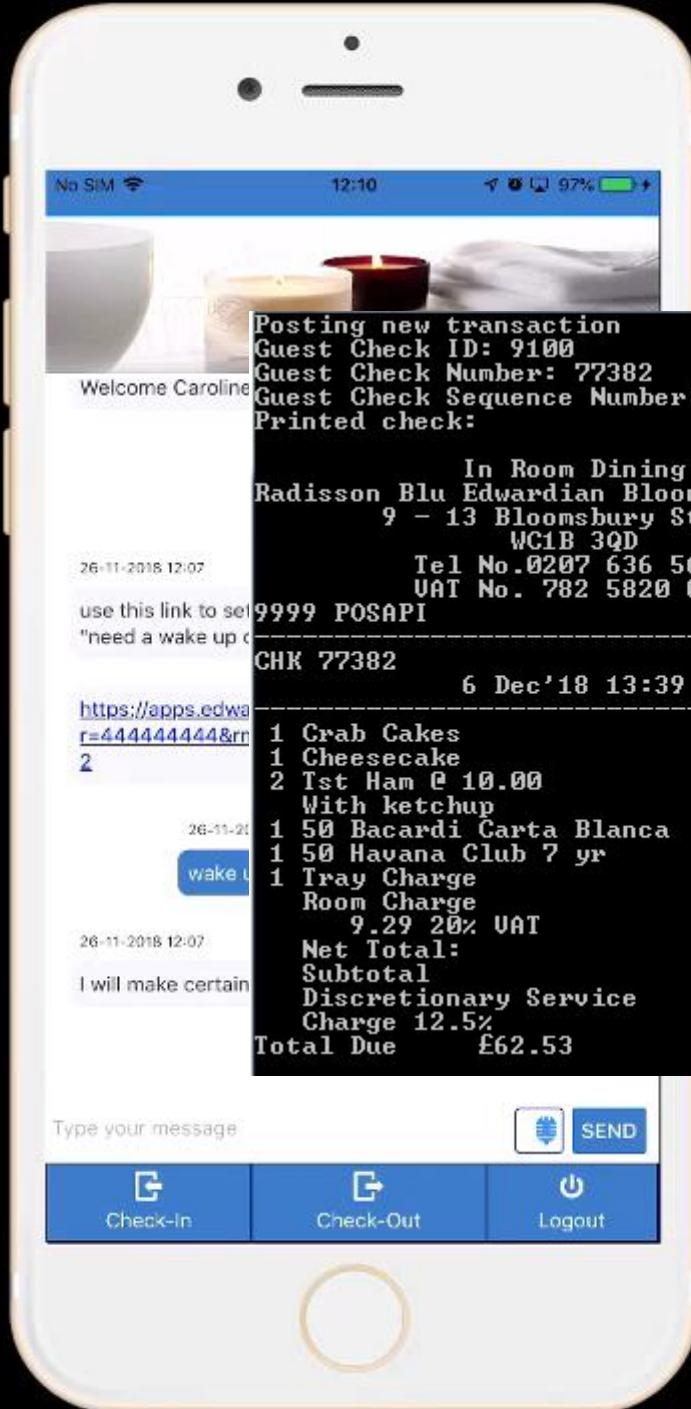












Edward M&E™  
Meetings & Events



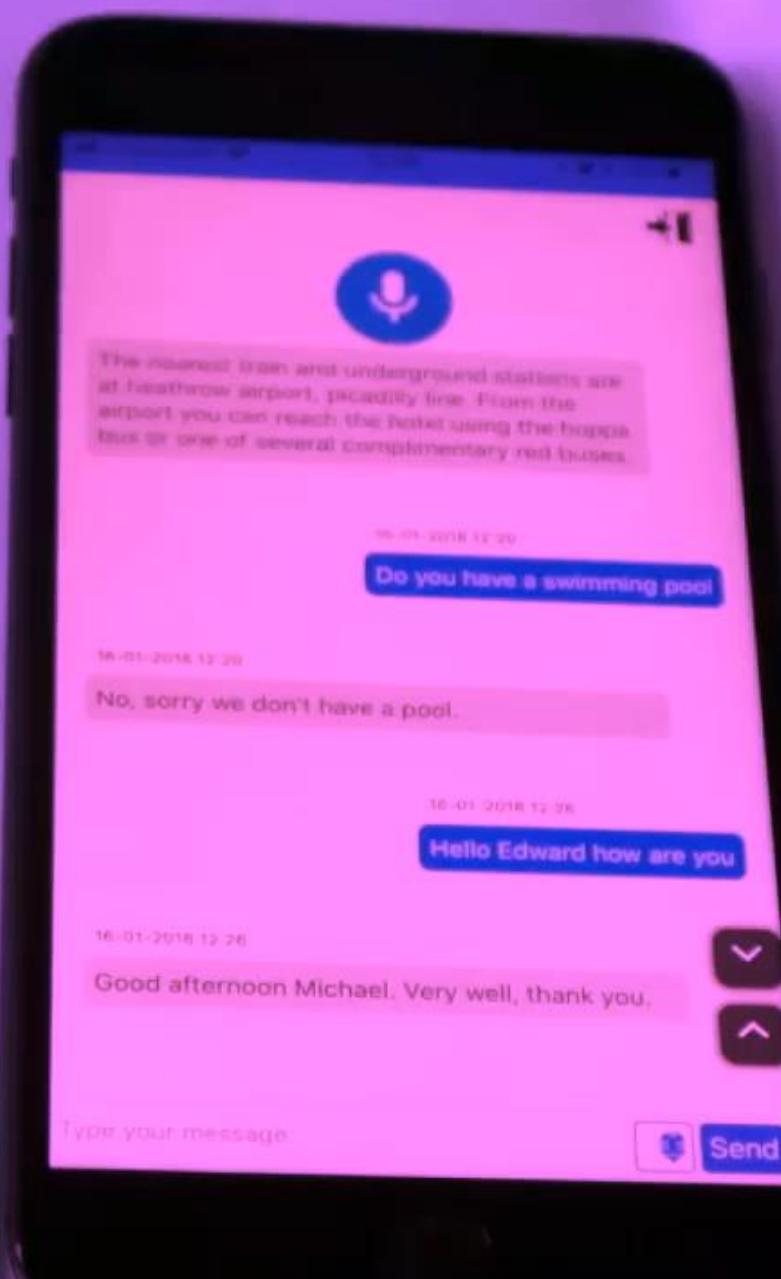
So far...

Edward has helped 28525  
guests

From 99 countries

In 59 languages

Edward™  
For Employees





Mon 27/11/2017 00:01

Edward

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

To [REDACTED] MRINI, MICHAEL

Based on guest's previous requests, please place a bath robe in room for Miss Michelle [REDACTED]

---

23/05/2017

Room 405 can I have a bath robe [REDACTED] please.

25/04/2017

Can I have a bath robe [REDACTED] delivered to room 155 please?.

## "Excellent hotel with fantastic service"



21 Oct 2016



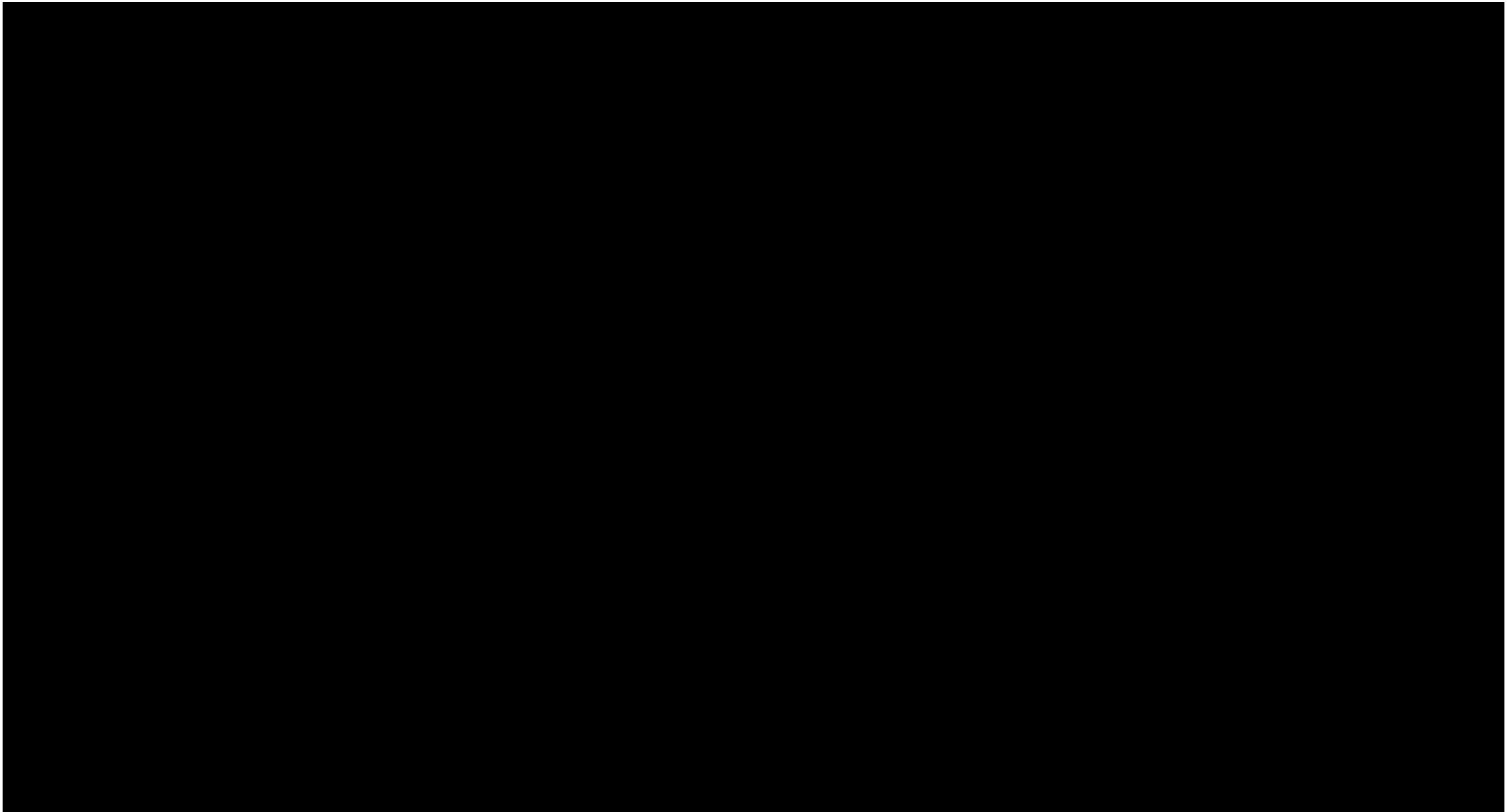
Alex L (73 Reviews)

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.





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LONDON

Thank you  
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