



Hotel TV Solutions

A Case Study For Town Hall Hotel

TV SOLUTIONS - DIGITAL SIGNAGE - PROPERTY MANAGEMENT SYSTEMS

Hotel TV Solutions

A Case Study For Town Hall Hotel

The Client – Town Hall Hotel

The essence of Town Hall Hotel is best captured by the phrase 'luxury loosened'. Town Hall Hotel is a destination that evokes expression as they invite their guests to be their true, unbuttoned selves, away from the pomp of other parts of the city. Situated proudly in the East, Town Hall Hotel is a highly-coveted hideaway, offering delightful doses of charm and character, delivered with exquisite taste and world-class care.

57% of organisations have reported that digital signage has helped them improve their customer service.

The Challenge

Town Hall Hotel, situated in Bethnal Green, London, is entering a new phase in 2023 with a seamlessly combined classic elegance and modern luxury in a beautifully restored Edwardian building.

As part of this new business plan, The Town Hall Hotel's team wanted to figure out how to upgrade their TV systems in each hotel room, which would allow them to personalise each screen to their customer bookings and create a much more seamless user experience.

The team faced challenges with outdated, basic TV systems lacking personalised features, ultimately affecting the user experience. The absence of personalised features left guests navigating through generic channels, lowering the overall quality of their stay. Without personalised greetings or information, customers felt a void in the hospitality. The team felt the urgency to bridge this gap, ensuring that every moment of a guest's interaction with the in-room entertainment

system reflected the sophistication and excellence synonymous with the Town Hall Hotel.

The Solution

In response to the challenge, we successfully implemented a forward-thinking solution that not only revolutionised in-room entertainment but also guaranteed a secure and personalised experience for the guests. Over 150 screens throughout the hotel were seamlessly integrated, offering guests the convenience of effortlessly streaming services such as Netflix.

What sets our system apart is its commitment to guest privacy; customer data is automatically wiped after each stay, ensuring a secure and worry-free experience. This interconnected network of screens can be accessed remotely, enabling swift issue resolution and enhancing overall operational efficiency.

Moreover, our system is linked to the Property Management System (PMS), streamlining the check-in and check-out processes. Both staff and guests can customise the experience, from language preferences to personalised greetings, making every interaction at the Town Hall Hotel truly unique and tailored.



The Results

The implementation of our advanced TV system at the Town Hall Hotel marks a remarkable shift in the guest experience. Guests now enjoy a seamless and personalised in-room entertainment experience, streaming their favourite content with ease with the ability to change language easily, which contributes to a truly individualised and sophisticated stay for each guest. It enhances their reputation for providing a modern hospitality experience, setting a new standard in the competitive landscape of luxury accommodations.

The Conclusion

In conclusion, the transformation of the Town Hall Hotel's in-room entertainment system stands as a testament to the commitment of the team towards elevating guest experiences. The challenges posed by outdated TV systems were met with a forward-thinking solution that not only addressed the immediate concerns but also set a new benchmark for personalised, secure, and modern hospitality.

The implementation of over 150 seamlessly integrated screens, offering features such as effortless streaming and automatic data wiping after each stay, has not only enhanced guest satisfaction but also ensured their privacy and security. The interconnected network, accessible remotely, has streamlined operations and facilitated swift issue resolution, contributing to overall operational efficiency.

Copyright © 2023 Nybble. All rights reserved. The trademarks and/or registered trademarks of the respective owners of brand, product, service names, and logos are acknowledged and recognized. The specifications and designs are subject to change without prior notice. All data provided in this case study were considered accurate at the time of creation. Nybble cannot be held responsible for any errors or omissions.