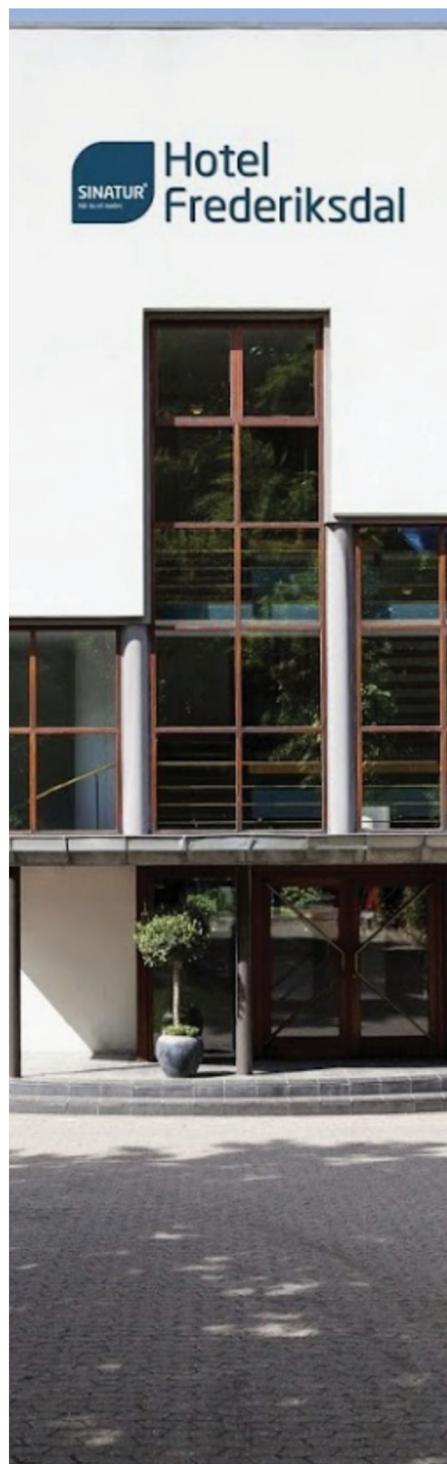




i3-TECHNOLOGIES



Leverandør:
AV-Concept ApS
Tlf. +45 30321889
Mail: info@av-concept.dk
www.av-concept.dk

■ CASE STUDY

Hotel Frederiksdal

How Hotel Frederiksdal improved customer satisfaction by upgrading its meeting room technology.

BACKGROUND

The changing work environment

The way we work has changed tremendously over the past 3 - 4 years. A growing number of highly-skilled knowledge workers are working on a freelance basis for companies and jumping from one project to another. People are traveling or working remotely more often. This means that work environments are more flexible and more meetings happen outside the company.

As work habits are rapidly changing, the line between work and personal life becomes increasingly blurred. According to a recent report of BridgeStreet Global Hospitality, 60% of travellers are more likely to mix leisure and business trips now than they were five years ago. This percentage is even greater among younger business travellers who are accustomed to a blurred, digital lifestyle. This evolution created a need for work and meeting spaces that give workers the flexibility to mix business and leisure in the same environment. Because of this, meeting places in hotels are becoming increasingly popular.

About Hotel Frederiksdal

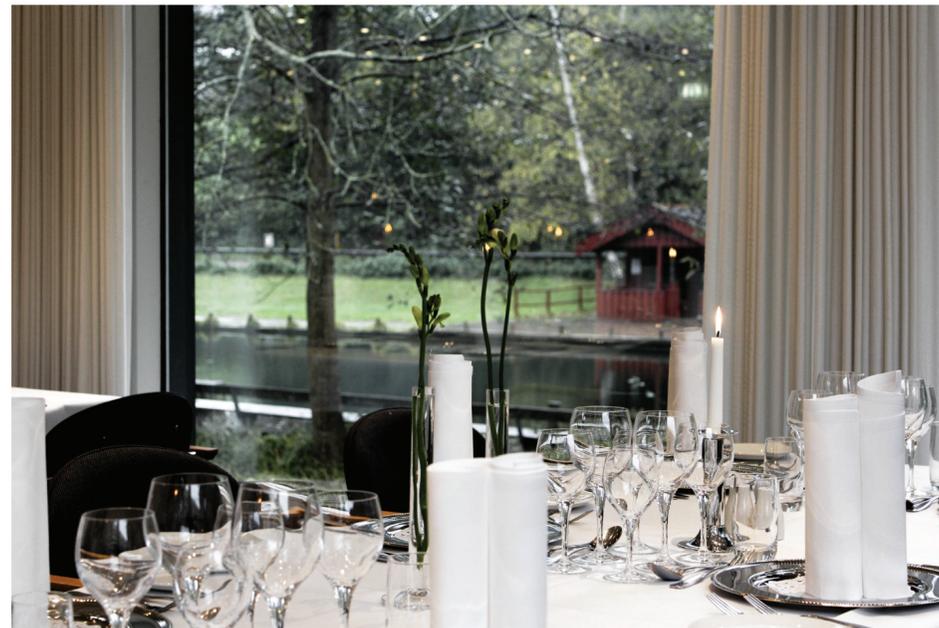
Frederiksdal Sinatur Hotel & Conference is part of the Sinatur Hotel & Conference chain of 6 hotels. It is located in Lyngby, Denmark, in a quiet and scenic area along the Mølleåen River. The hotel has 117 beds and can serve 150 guests in the hotel restaurant. However, the hotel's biggest assets are its meeting and conferencing rooms as meeting activities make up 75% of the total revenue. Most of the customers are local organizers who live within a 30-kilometre radius, but the hotel also accommodates international guests who book meeting rooms other occasions.

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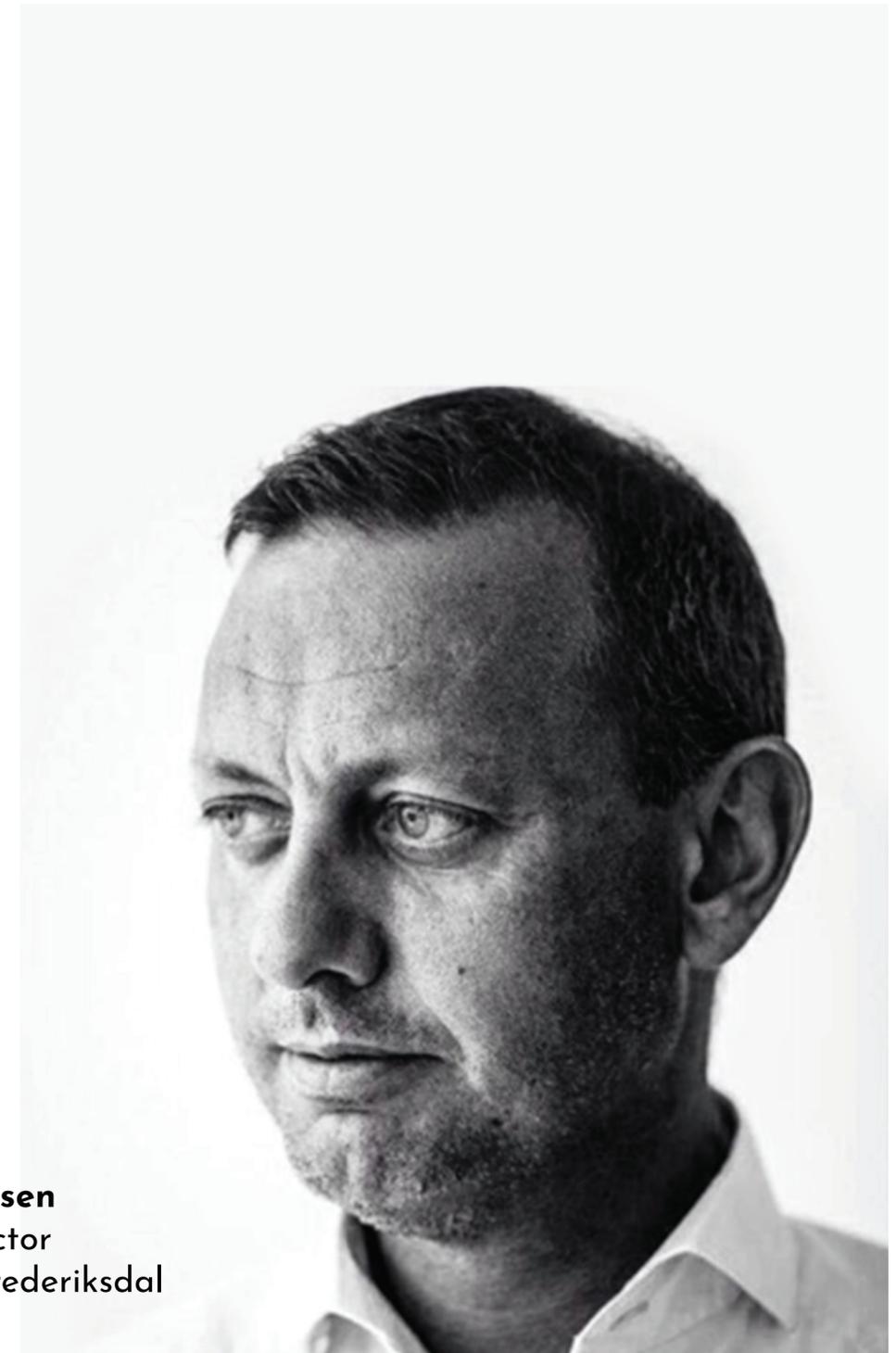
THE CHALLENGE

High technology expectations of hotel visitors

Today the hotel has some strong competition as many companies are setting up their own meeting rooms and focusing much of their attention on the smooth functioning of the AV equipment. If the hotel wants to attract people to its meeting rooms, it needs to be able to deliver to the highest technical standard. **"Confidence in the technology working is always in the customers top 5 list of priorities.** Customers look for a hotel with the expectation that everything will work from start to finish.", says Hotel Director Claus Nielsen.



Claus Nielsen
Hotel Director
at Hotel Frederiksdal



THE NEED

Intuitive touchscreens with wireless presenting technology

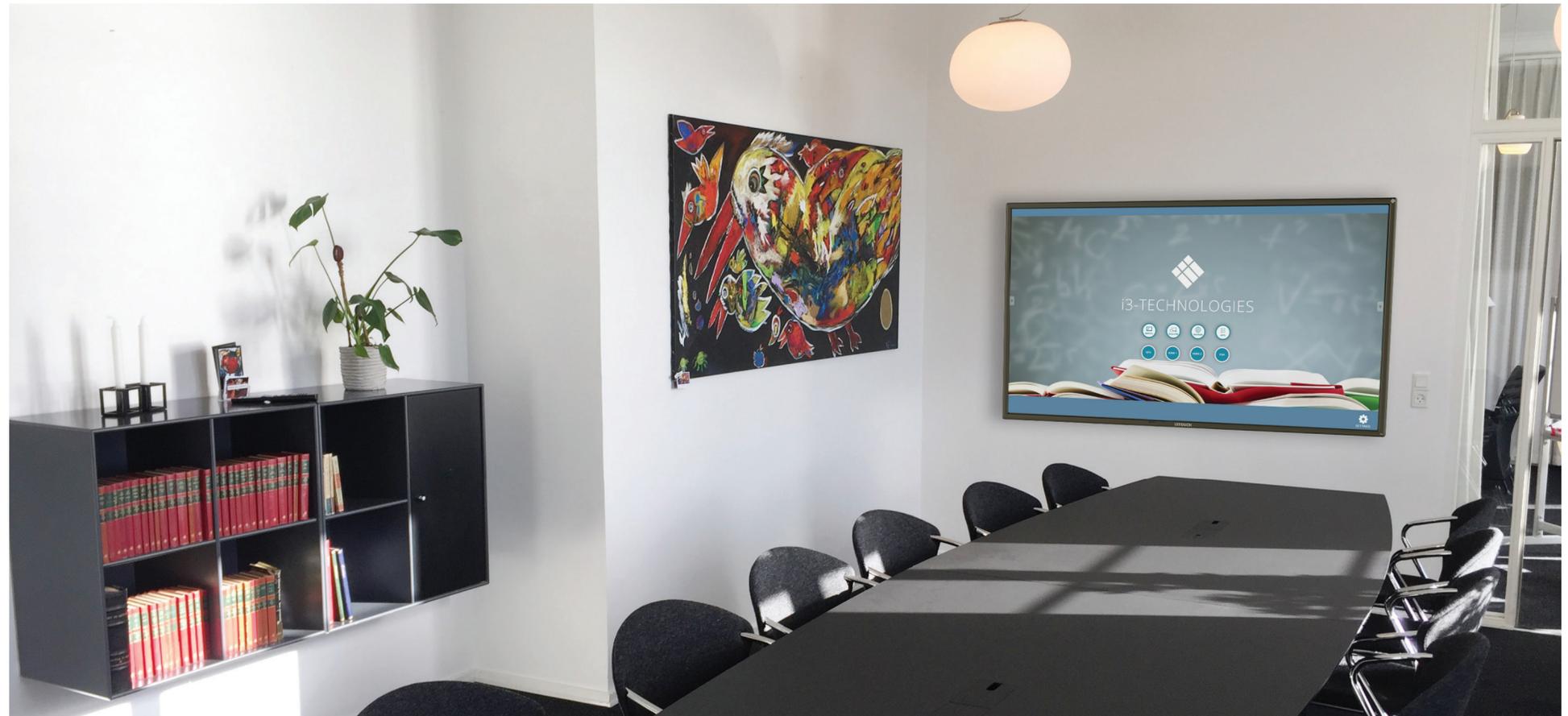
Since 2012 Hotel Frederiksdal has undergone extensive modernization. By 2017 it was time for an evaluation of the AV equipment in the conference rooms. The hotel wanted to replace its projectors and whiteboards with interactive touchscreens. Claus Nielsen wanted to offer his professional customers **a better experience by bringing in more daylight**: "There is nothing less motivating than a darkened room. We have some of the best scenic views here at Mølleåen. It would be a shame to hide them behind the blackout curtains while using a projector".

THE SOLUTION

Flexible, qualitative and easy to use for staff and customers

Claus Nielsen & the technical engineer at Hotel Frederiksdal worked together with AV-Concept, the hotel's AV partner and a reseller of i3-Technologies. AV-Concept introduced the i3TOUCH E Series from i3-Technologies and **offered the hotel the opportunity to test the touchscreen in its own environment before making the full investment**. They tested the i3TOUCH E Series in a room packed with people, and **everyone responded enthusiastically to the image quality, functionality and ease of use**.

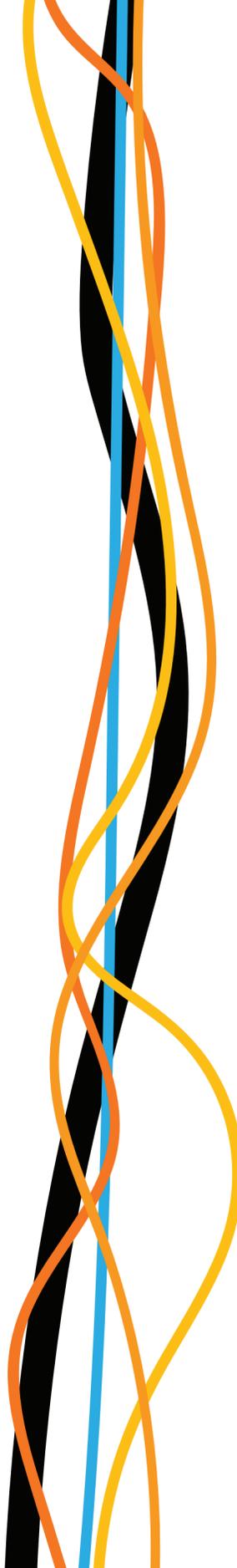
After the successful test, the hotel equipped its meeting rooms with an i3TOUCH E Series, choosing the 86" model for all major meeting rooms and the 65" model for the smaller ones. Now there's only one meeting room left with a projector.



As 95% of the customers need to be able to display a presentation on the screen, the hotel also bought a wireless presenting device for all touchscreens: the i3SYNC Pro. Claus Nielsen happily looks back on that decision: "**I'm terribly allergic to wires. Now we actually get a solution where there is no need for a single cable. In the past, we had to fight over power, VGA and HDMI cables.**" Claus is also very satisfied with the plug & play functionality of the wireless device: "I have seen many solutions that seem smart at first, but that require two days of training, which is too time-consuming and too expensive."

We looked at several touchscreen screens in the market and the i3TOUCH series was by far the product that met our requirements best. This is both when it comes to the resolution, flexibility, quality and ease of use for us and for our customers."

- Claus Nielsen



*The new touchscreens
create a top-quality
meeting experience and the
wireless presenting devices
are the icing on the cake.*

THE RESULT:

**Company-wide adoption
and hassle-free meetings**

Claus Nielsen feels confident that the hotel has purchased the best-in-class products. The new touchscreens create a top-quality meeting experience and the wireless presenting devices are the icing on the cake. The customers are very satisfied and the hotel staff is happy that they no longer spend huge amounts of time trying to solve technical issues in the meeting rooms. Claus Nielsen sees this as a big plus that not only the technician can operate the screens, but a coordinator or a waiter as well. **"The ease of use is important to both us and the guest"**, he adds.

Meeting and conference rooms are the biggest asset of Hotel Frederiksdal. Customers expect high-quality when holding meetings at the hotel, so reliable equipment and ease of use are important assets to achieve customer satisfaction and loyalty. With the installation of the i3TOUCH E Series and the i3SYNC Pro, the hotel can respond to all the needs and expectations of its customers.





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