

How ME Dubai created the world's most seamless guest journey

In the most competitive environment in history for the hotel and accommodation industry, one hotel is doing everything it can to rise above the competition. ME Dubai, Melia's flagship hotel located in Dubai, has partnered with InnSpire to create the most seamless guest experience in the world. Using InnSpire's uniquely flexible and tech savvy integrations, ME Dubai have been able to completely transform their guest experience to a modern, seamless and integrated guest experience - with digital door keys, advanced smart TV options with the InnCable, integrations and controls for room temperature and lighting and much more. In this article the Innspire team will be looking at how ME Dubai worked with InnSpire to achieve this.

Why Did ME Dubai Select InnSpire?

ME Dubai were looking for an all-in-one integration solution fit for one of the most luxurious hotels in one of the most prestigious brands in the world. The team at ME Dubai noted that while undertaking this search, "InnSpire is our obvious choice". This is because InnSpire offers the most integrated and innovative API technology in the industry, which allows ME Dubai to transform their guest experience into a seamless guest journey, improving guest satisfaction and making hotel operations more efficient.

ME Dubai decided to implement three key offerings from InnSpire, the InnSpire digital Guest Journey Experience App, the InnCable "STB in a cable" in-room TV solution, and InnConnect seamless Wi-Fi - with all three working together to create the world's best seamless guest journey at ME Dubai.

The InnSpire Digital Guest Journey

Technological integration and simplicity are core elements of the modern guest hotel experience. Using InnSpire's signature Guest Journey App, ME Dubai were able to integrate their core services and offerings all within the app. This provides benefits to both ME Dubai's guests and their own operational staff.

The functionality of the Guest Journey App allows guests to control their entire hotel experience all from their own device. Finding your favourite hotel environment settings has never been easier. Guests no longer need to rely on numerous remotes to control their hotel room environment. Instead, they can use the Guest Journey App on their mobile or tablet device to change the temperature, open/close the curtains and turn the lights on/off at the tap of their fingers - or even just pick one of the favorite scenes to get the right atmosphere. Through the integrated marketplace, guests can also browse the range of services and offerings from ME Dubai, including dining options. The marketplace even recommends the perfect offers at the perfect time. For example, the Guest Journey App will recommend breakfast options to guests in the morning and dinner options in the evening. Using InnSpire's innovative technology, ME Dubai is now able to offer keyless guest experiences, with the door key being replaced by a digital door key within the Guest Journey App. With our API technology within the app, ME Dubai can supply their guests with a digital key at arrival or check-in which works directly from their own device.

All these features help ME Dubai to offer a more seamless journey to their lucky guests. ME Dubai also has the option to better track of their important data with seamless actionable data integration. This solution, called ReviewMagic.AI tracks data as well as reviews throughout virtually all of the major online review platforms, allowing ME Dubai to get an instant dashboard view of the main topics of concerns, and respond to guest reviews or complaints in the most efficient manner possible.

InnSpire InnCable Android Smart Cable

The digital integrations don't stop at hospitality. Using InnSpire's unique technology ME Dubai implemented a variety of TV entertainment options using InnSpire's proprietary InnCable solution. The InnSpire InnCable Android Smart Cable is a self-contained IPTV which works like a "STB within a cable". With simple connectivity, the InnCable is a simple solution that transforms virtually any TV into the ultimate entertainment hub, allowing ME Dubai to enable full Smart TV functionality and capabilities for any screen on the property. With this functionality guests can access the benefits of smart screen casting from their devices, with their shows from their favorite streaming platform, and a number of other entertainment options. In fact, the InnCable is the very solution used by many of the world's most iconic hotels and brands, such as LVMH Hotel Management's Cheval Blanc, a private resort in the Maldives, all the US-based Virgin Hotels, and Viceroy Los Cabos in Mexico, for example. But also with more city oriented hotel groups, such as the Club Quarters group, Intercontinental Warsaw and Westin in Lima.

The Result

Melia's decision to select InnSpire to implement our award-winning integrated digital solutions has certainly been proven to be the correct choice. By implementing these comprehensive technology solutions from InnSpire, the flagship ME Dubai hotel now boasts one of the world's leading guest journeys, with features that guests continue to be amazed by.

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At InnSpire, we specialise in providing seamless guest experiences that help hotels just like ME Dubai to increase revenue and guest satisfaction, reduce costs and stay on top of data with actionable analytics. Stay up to date with the latest news, updates and press releases from InnSpire on our website. Are you interested in partnering with InnSpire for your hotel? You can see more of InnSpire's offerings and digital solutions [here](#).