

## How Virgin Hotels Made Contactless Hospitality Personal



With hotels throughout the world looking to make the necessary changes to reduce guest interaction and increase contactless operations, the entire guest experience can become impersonal, which isn't something any hotel or accommodation provider should strive for! Now, thanks to the innovative technologies of InnSpire, hotels can create a personal contactless hospitality experience that their guests will love. By partnering with InnSpire, Virgin Hotels have transformed their contactless hospitality experience into a personal, integrated journey for each and every one of their lucky guests.

Virgin Hotels is a global hotel brand at the forefront of accommodation innovation. Just like all hotels throughout the industry, Virgin Hotels faced the challenge of adapting to the future of contactless hotel experience. Not only have Virgin Hotels managed to do this, but they have upgraded their hotel offerings to offer a personalized contactless hospitality experience that is virtually unrivalled in the industry. In this article, the InnSpire team will be illustrating how Virgin Hotels achieved this immense accomplishment.

### **Why Virgin Hotels Chose InnSpire]**

According to Denise Walker, VP of IT at Virgin Hotels ??InnSpire is at the forefront of hospitality technology and innovation.? InnSpire's experience working with some of the largest and most prestigious hotels across the world has uniquely positioned us at the top of hotel technology innovation. Virgin Hotels partnered with InnSpire to further enhance their personalized technology and guest experiences.

### **The Importance of Contactless and Seamless Hospitality]**

Seamless technology integration is no longer a bonus for hotel guests. It has become a necessary offering for hotels to satisfy guest expectations. Derek McCann, General Manager of Virgin Hotels, notes that ?In the future, contactless and seamless will be essential keywords in delivering a safe, fun, and engaging hotel experience?. Never has that been shown to be more true than in the recent 12 months with the Covid-19 pandemic. Improving the contactless and seamless nature of hospitality will continue to be crucial for hotels long into the future, which is why accommodation providers like Virgin Hotels are striving to achieve the perfect balance between contactless operations and that personal touch guests appreciate.

### **Lucy - A Truly Personal Contactless Experience]**

Working together with InnSpire, Virgin Hotels have created a seamless, personal contactless hospitality experience for their guests, all through their Lucy hotel app and the connected InnSpire TV experience. This is a simple yet amazing set of integrations which work by integrating virtually all of Virgin Hotel's hospitality offerings and services all within the app and on the InnSpire TV-interface.

The InnSpire integrations features six key APIs; Infor Hotel Software, Alice and Guestware Agilisys POS, InnCom, and Lutron, all working together to offer the very best and latest in contactless hospitality. Guests can use their TV to order in-hotel food and beverages, check out remotely, and even control the temperature and lighting of their hotel room. A truly unique seamless integration.

#### **In-Room Control Integration]**

Virgin Hotels guests are able to exert total control over their hotel room environment all from the smart and connected TV experience. InnSpire's smart room automation through InnCom and Lutron allows guests at Virgin Hotels set lights scenes according to their mood or time of the day, change their air-conditioning settings and even open their hotel door.

#### **Alice and Guestware Integration**

InnSpire's API technology enabled Virgin Hotels to integrate both Alice and Guestware software, enabling them to manage and reply to guest reviews within the same dashboard.

#### **Entertainment Integrations]**

Virgin Hotels guests also experience the very best in hotel room entertainment. With the innovative InnCable, Virgin Hotels can provide a variety of entertainment integrations in virtually every screen in the hotel. Guests can access TV channels, their favourite streaming services, device casting through Chromecast as well as hotel updates and information posted by Virgin Hotels management.

#### **Agilisys POS (Point-of-Sale) Integration]**

The InnSpire connected TV experience doesn't just allow guests to control their hotel room environment and out, it also includes an integrated Virgin Hotels Marketplace which offers the ultimate personalized guest experience. Within the Marketplace, Virgin Hotels guests can browse food and drink promotions that are targeted to them at specific times. This not only makes the guest experience more enjoyable and seamless, but also works to increase profitability.

#### **Who Is InnSpire?]**

InnSpire advises on, and implements digital integrated solutions for hotels all over the world. Just like with Virgin Hotels, we can help you to create the perfect contactless hospitality operation for your hotel. If you would like to read more on our partnership with Virgin Hotels you can find our official press release [here](#). Find more news, updates, press releases and hotel partnerships from InnSpire on our [website](#).