



## HERE'S A MAP – NOW HAVE A NICE DAY

How many times have you heard the above words when checking into a hotel? You arrive wondering what delights there are in and outside of the hotel to make the most of your stay. When you ask at reception you are handed a map with a few suggestions or told to read the glossy (usually outdated) guide book in the room. Yes, there are the top-class hotels that have a concierge service. Either a manned desk with someone available that can advise you but they normally start off with the question “Can I help you?” And the problem is you need to know what you want, to get what you want, which usually ends up with you doing the same thing time and time again.

## **Innovation**

There are those that are technically enlightened that believe today's innovations solve this problem. First, you can spend time scanning the web visiting sites such as trip-advisor to determine for yourself what is around. You can have a virtual fly around the hotel's surroundings using google earth to try and pick out places to go. Or you can download the numerous Apps promoting the different options for you to search for. All great stuff providing you know what you are looking for.

## **Do you know what you want?**

Existing innovations rely on you knowing what you are searching for. You can put in random phrases and see what comes up but are you likely to find the best, most exciting things available to do during your stay?

Like in life we get ideas when we see things of interest. People watching may be the best way but more likely it's what you see on TV. It's so much easier to point at a screen when you see something you like, to explain to someone what you are interested in. You see things you never thought about, you see things that remind you, you see things that tempt you, amaze you, inform you. Being shown things is what you want but seeing things may not be enough to solve this problem.

How annoying is it when you do see something on TV of interest and you have just seconds to find a way to take down the website address, the telephone number, the location before they disappear from the screen?

## **The automated concierge system (ACS)**

Interactive videos showing things of interest that you can do in and around the hotel during your stay. With an ACS you can instantly take advantage of promotions and special offers, make immediate bookings or reservations, get tickets or deliveries, get up to date advice or information. A full concierge service without you having to stand in-line in reception.

Developed using 2b Acting's award-winning Selective Interactive Video (SIV) tool an ACS presents specially produced videos for display on screens around

the hotel and on customers mobile devices. You can simply interact with the human presenter in the videos to respond to things you see or hear.

The system delivers a customer focus service enhancing your hotel experience whilst at the same time using your provided data to improve your future stay, just like a real concierge would as they get to know you over time.

**Much better than being handed a map.**

For more information [contact us](#) using the form on our website.

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