Aura™

UNIVERSITY OF BIRMINGHAM
EDGBASTON PARK HOTEL
AND CONFERENCE CENTRE

IMPROVING GUEST EXPERIENCE IN 21ST CENTURY HOSPITALITY

The Edgbaston Park Hotel and Conference Centre invested in leading-edge tech for a more personalised, seamless and on-brand guest experience

Customised guest welcome experience

Digital signage screens

Rapid emergency notifications deployment

BUSINESS CHALLENGE

Located on the University of Birmingham's campus, the Edgbaston Park Hotel and Conference Centre opened in 2018, the culmination of a £25.8m project to create a suitable location for the University to hold major international conferences, as well as a convenient place to stay for leisure travellers and students' families.s

Offering 172 bedrooms in total, a restaurant, bar, and a variety of conference spaces for meetings of between 20 and 250 delegates, the site is striking in its balance of old and new. The facility is comprised of a newly constructed conference centre, and two historic buildings – a Grade II-listed Arts and Crafts house, built in 1900, and a 1928 red-brick former family home.

Looking to use state-of-the-art AV technology across the different buildings and areas of the hotel and conference centre, the client briefed Aura to create a system which would allow staff to quickly and easily distribute content, as well as provide guests with in-room entertainment.

AURA SOLUTION

Supporting 193 endpoints across all 172 bedrooms as well as 12 conference rooms, the reception area, three bars and a restaurant, Aura's IPTV and digital signage system not only enabled the hotel's staff to push out tailored content wherever it is required – whether in real time or scheduled – but improve customer service, too.

By making more detailed amenities information easily available through in-room screens and digital signage, reception hosts can focus on greeting new guests and providing an outstanding personalised service – there has been a noticeable reduction in internal calls to reception with queries about such things as the WIFI password, check-out times, or the breakfast period.

In addition to optimising the guest experience through easy access to in-room entertainment and hotel information, the system also empowers staff to have flexibility and control over the content being broadcast. For example, seasonal menus can be kept up to date, daily conference schedules can be published at the click of a mouse, and unique welcomes can be sent to individual guest rooms.

The multi-user web-based management system enables staff to manage frequently-changing content with ease. They can send personalised messages or full-screen alerts to specific rooms, on a scheduled or reactive basis, as well as control the channel selection for public area screens – applying branded templates for a slick on-brand aesthetic throughout the site.
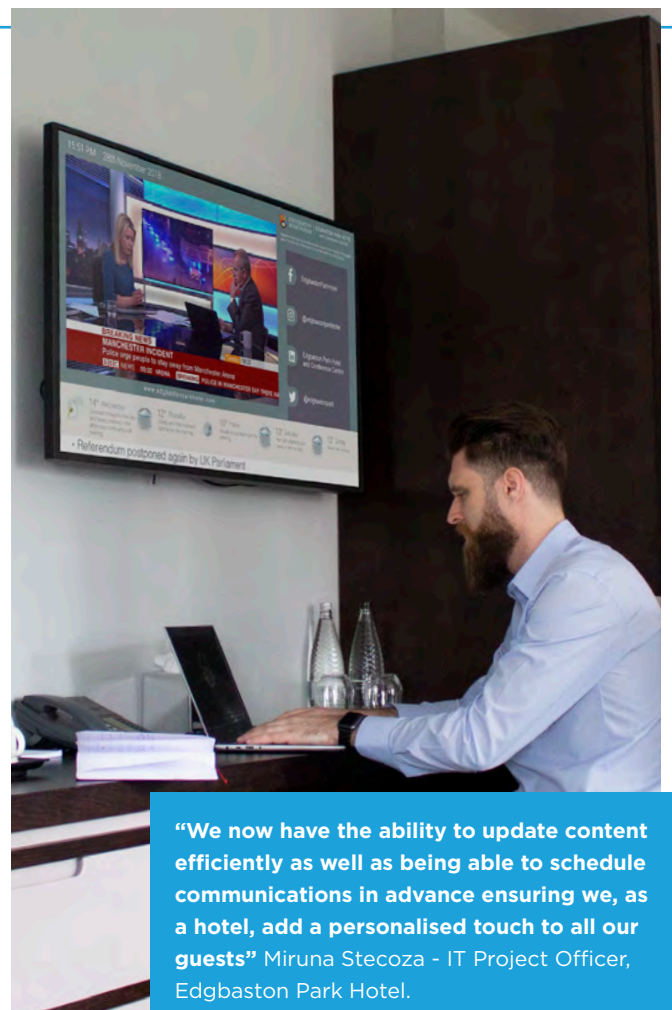
"We now have the ability to update content efficiently as well as being able to schedule communications in advance ensuring we, as a hotel, add a personalised touch to all our guests" Miruna Stecoza - IT Project Officer, Edgbaston Park Hotel.