



Innovation

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Pullman revolutionizes the customer experience with a focus on connectivity

Pullman invents the ultra-connected hotel and offers guests high-speed Internet connection, high-tech in-room equipment, mobile applications, etc. This innovative approach caters for new customer behaviors and expectations.

Work hard, play hard. To meet the demands of its cosmopolitan, mobile, hyper-connected clientele, Pullman now offers Connectivity by Pullman, a free digital package that gives it a head start over the competition.

The experience starts in the lobby, restaurant or bar where guests immediately have access to **high-speed Internet** and can browse the web and check their emails anywhere they like. And that's not all... In the rooms, guests can also enjoy **Unified Experience by Pullman** a solution developed with Quadriga where the television, smartphone and tablet and the various forms of personal content can be integrated into a single application to **create a unified network of entertainment services**.

To access this service, guests simply download an **app** to their personal smartphone, or via the in-room **tablet**. Any devices connected to the same Wi-Fi network will then synchronize automatically. In just a few seconds, customers can **watch a film** (a free choice of over 200 videos on demand), **look at their holiday photos** on the television or listen to their latest playlist.

Xavier Louyot, Pullman global marketing director, believes this new technology will play a key role in satisfying the new demands of business travelers: *"Our guests need to be able to access a single set of services, helping them to both work, as well as relax, during their stay with us. Performance and indulgence are no longer contradictory terms. Quadriga's Unified Experience by Pullman will allow our establishments to improve communication with guests in a fully integrated environment, where the television, smartphone and table are all synchronized to offer an unlimited range of services and content."*



Standing out from the crowd

This service is currently available in two Pullman hotels (Pullman Paris Tour Eiffel, Pullman Brussels Midi). However, deployment across the entire network will continue over the next few months. The objective is to make it one of the brand's differentiating hallmarks.

"Quadriga is a true partner to Pullman and Accor, evolving as our business needs to evolve," says David Esseryk, VP Consumer Technology at Accor. He continues, *"Pullman has selected Quadriga as its single partner, to provide guests with this unique ecosystem of network and entertainment services, because of its considerable industry experience, deep understanding of guest requirements, technology roadmap and strategic vision. Being the first to deploy this technology across all of our hotels, we are providing our guests with a highly differentiated experience through technology which is months or even years ahead of anything else available. An initial demonstration at Hitec 2012 in Baltimore, MD, USA, proved to us that Quadriga responds to the way our guests want to experience their stay with us."*

At Pullman interactivity is therefore now permanent and connectivity limitless.

[Learn more about Pullman](#)