



PRESS RELEASE



Paris, July 4, 2013

Novotel's Virtual Concierge is a big hit with guests and staff.

One month after the first phase of a global virtual concierge roll-out, Novotel has noted significant increases in guests' satisfaction levels. Accor's midscale brand also reports high levels of adoption across all target demographics. Comments made by guests on social media sites have also been very complimentary.

The Virtual Concierge, which was launched by Novotel in June 2013, is available on a screen in the lobby. Guests can use it to browse through information about the brand and the hotel. They can also obtain recommendations on places of interest near the hotel (restaurants, museums, etc.); practical information such as the weather forecast and flight information, and a host of other innovative services including sending virtual postcards.



The introduction in September of mobile platforms that guests can download for free on Android and Apple devices will enable Novotel clients to enjoy the virtual concierge's services while on the move.

This service is being progressively rolled out in 100 Novotel establishments before it is phased in across the entire network. Each of these establishments has curated content to provide their guests with information about the very best that their hotel has to offer, and insider tips about the local surroundings.

Novotel and Monscierge presented the first feedback from hotel guests and staff regarding the Virtual Concierge at HITEC 2013 in Minneapolis, the benchmark event for hospitality technology innovations. The service is unanimously approved by everyone who has used it!

For instance, since the Virtual Concierge was installed at the Novotel London West (UK) it has notched up an average of 800 contacts a day with peaks of over 1,900 a day. In March, over 1,800 postcards were sent using the device and feedback from hotel staff is positive.

"This solution is powerful and our customers love it. The system is very fluid and flexible in particular for content updates. With this new, simple and intuitive technology, Novotel reflects its commitment to provide guests with an ever more innovative hotel experience." **says Sabine Kadyss, Product, Services & Communications Director.**

This rapid implementation has been achieved using the Monscierge software framework which enables hotel groups to provide uniform, branded content alongside local hotel information in a single flexible and scalable platform.

"The Monscierge framework is the most advanced we've seen," claims David Esseryk, Accor V.P. of Consumer Technology. "The system is much more than multilingual. It is a feature-rich, multi-region ecosystem that has localised content and functionality far superior to anything else on the market. The synchronisation across multiple types of hardware / guest touch points is seamless."

With Monscierge's product line having been built with a flexible framework, Accor is looking ahead to deploying further new technologies in 2014.

About Monscierge, LLC:

Monscierge is an international software company specializing in innovative hospitality solutions. Founded in 2009, this global, private Oklahoma City-based firm has developed a suite of products that facilitate elegant connections between hotels, brands, chains and their guests through lobby devices, mobile and tablet applications and other customized solutions dedicated to improving guest experiences and hotel relations. For more information: <http://www.monscierge.com> or text CONNECT to 411-24-7 (U.S.)

About Novotel

Novotel is the midscale hotel brand of Accor, the world's leading hotel operator, present in 92 countries with nearly 3,500 hotels and 160,000 employees. Novotel's consistently high standard of service contributes to the wellbeing of both business and leisure travelers: think spacious, modular-design guestrooms, balanced cuisine available 24/7, excellent meeting facilities, attentive staff, dedicated children's areas and rejuvenating wellness facilities. With PLANET 21, Accor's sustainable development program, Novotel commits itself to the planet! To meet today's challenging environmental and social issues, the brand has chosen to rely on a world renowned environmental certification, ISO 1400. Novotel offers close to 400 hotels and resorts in 60 countries, situated in the center of major international cities from business districts to tourist destinations. More information at novotel.com

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