

Sofitel Melbourne

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Digital signage solutions for a five-star hotel. Results reveal increased guest satisfaction.

Sofitel Melbourne

➔ Customer Profile

At a glance

Sofitel Melbourne introduced NEC Digital Signage to offer their guests a highly-sophisticated way to view the right information at the right moment.

Previously, they provided their visitors with information by manual signage, which often delivered outdated information.

However, NEC Digital Signage has enabled the hotel to create, control, distribute and update various kinds of information easily and quickly. Moreover, it has reduced the time-consuming manual work of hotel staff and lowered cost.

The cost-effective, environmentally-friendly NEC Digital Signage solution can quickly display different content on multiple screens, and in multiple sizes.

Installation background and issues

- The hotel hosts various kinds of events, meetings and conferences every day. Previously, the property had to change signs and notices to inform guests about events one-by-one, physically, on a daily basis- which was very labor-intensive and time-consuming.
- Sofitel Melbourne needed to reduce the workload of staff, and looked for the best solution. Another challenge was to artfully add digital signage to fit the property's mission of combining tasteful decor with customer efficiency.
- The dynamic content on the NEC Digital Signage generates substantially more attention for announcements and offers.

Installation results

- The information updates are entirely controlled by NEC Digital Signage hardware and software, so the hotel can output any information or signage they want at any time. This ensures that the message is consistent, and that they communicate the information their visitors need to know.
- Also, the solution has significantly eliminated the workload hotel staff carried for updates for manual signage – the staff can now reallocate their time more efficiently to other businesses and guest services.
- The NEC solution represents a quantum shift in the way Sofitel communicates with customers, and it complements the newly-created environment of the hotel, which is trendy, sophisticated, functional.
- NEC Digital Signage provides a competitive advantage, and gives guests added incentive to return.

NEC proposal

- NEC proposed a total solution to realize the best digital signage the customer needed. The company was able to deliver all parts for the solution: displays, PCs, servers and software. The software is designed primarily to be flexible and user-friendly, and works efficiently with the hardware.
- NEC Australia provided support, both before and after the installation. Sofitel truly was offered the best

- digital signage solution available.

■ Introduction of products and solutions

▶ [Digital Signage Solution/NEC Australia](#)

- NEC LCD panels (40" and 46")
- PC Versa P7200-1800
- Media Players
- NEC PanelDirector Standard

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