



CASE STUDY: CHEVAL COLLECTION



The Loop Experience Platform provides in-app real-time messaging and ordering for Cheval properties

Cheval Collection is a five-star serviced apartment group, based in the UK, managing 12 luxurious properties across London and Edinburgh. They guarantee the finest hospitality and an unforgettable living experience in the most prestigious neighbourhoods. Operating for years, each residence has its own unique style, but all share the same standard of high quality service for their guests. With many long-term stays, their guest-first approach ensures that everyone is treated individually, providing flexibility to create the perfect home away from home.

The Challenges

With 9 residences in London, England and 3 residences in Edinburgh, Scotland available to book for any length of stay, there are a variety of different guests that stay on their properties, with varying needs. Cheval Collection was looking for a way to replace in-room directories with something dynamic and virtual. This way they could accommodate guests for both short and long term stays effectively, as their needs vary.

They were also looking to enhance the guest experience by providing an instant messenger service to their guests that front office teams, concierge, front of house and managers could all use to communicate effectively.

The Solution

Cheval partnered with Criton, to deliver a branded app that showcases their properties, and provides an exceptional level of guest experience, as well as increase their revenues. They integrated the Loop Experience Platform into their app to offer in-app messaging and ordering systems. With Loop, guests can reach front office teams, concierge and managers should they have a request to make or an issue that needs to be escalated, whether they're in their room, or out and about.



From ordering room service, to consulting with the concierge about travels throughout the city, the ability for real-time messaging has offered guests an effective way to have their questions answered. Also, with the increased number of packages being delivered to guests, Loop is an effective tool for hotel staff to communicate and ensure they are received.

Conclusion

After deploying the Loop Experience Platform in May 2018, it has become an adopted workflow for hotel staff, operations teams and marketing.

“It’s an amazing way to plug into actual guest conversations. Since I’m not on site or on property, it’s a great way to flag regular concerns,” Robert Speirs, Marketing Manager at Cheval Collection.

For Robert, Loop provides him with visibility into hotel operations and insights on how they position themselves in the marketplace.

Loop helps hotels understand guests’ needs better and help deliver an exceptional experience every time they stay.


About Benbria

Benbria is a leader in customer experience and engagement solutions, helping the world's most customer-centric brands deliver a superior experience that goes above and beyond their competitors. Using a variety of channels of engagement, the Loop platform enables brands to capture feedback and insights related to customer experience including loyalty, satisfaction and effort, engage with customers to convert and recover, and motivate frontline employees to improve operations, reduce customer churn and increase loyalty.

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