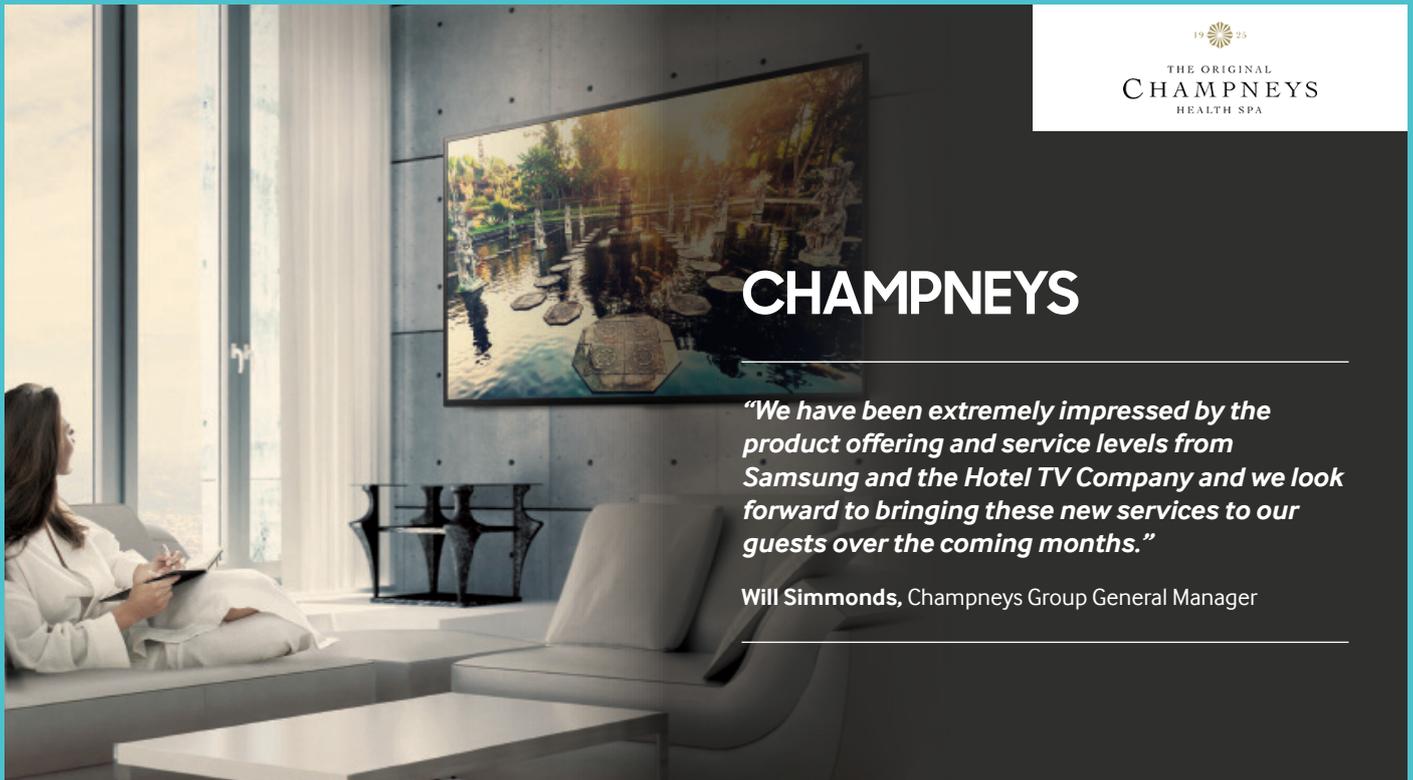


CASE STUDY



19 25
THE ORIGINAL
CHAMPNEYS
HEALTH SPA

CHAMPNEYS

"We have been extremely impressed by the product offering and service levels from Samsung and the Hotel TV Company and we look forward to bringing these new services to our guests over the coming months."

Will Simmonds, Champneys Group General Manager

HOW TO KEEP GUESTS ENTERTAINED AND RELAXED WHEN THEY RETIRE TO THEIR ROOMS

After a refreshing facial, pleasing pedicure or satisfying spa, Champneys wanted to ensure their guests could continue their relaxation routine in their rooms. They needed new TVs to keep guests entertained and informed about the latest offers and services, and make it easy to book treatments.

Champneys comprises four health spa resorts and six city spas, with each retreat committed to giving guests the most relaxing and reinvigorating experience imaginable. To ensure guests enjoy an easy and hassle-free stay at their health spa resorts, Champneys wanted to install a range of modern and stylish TVs in the rooms and public areas, which integrated with their Property Management System (PMS). This enables guests to see all the latest services offered by each spa and to book them easily through their TV.



GIVING GUESTS THE ABILITY TO BOOK SPA TREATMENTS WHILE RELAXING IN THEIR ROOMS

A range of Samsung Smart TVs were installed in Champneys Forest Mere spa resort. Hotel TV Company then developed SCRIPTV – an interactive messaging, marketing and purchasing platform that works exclusively with Samsung TVs and enables guests to book spa treatments.

If you're unwinding at a Champneys health spa you're probably already having a pretty good day, but Samsung's Smart TVs with SCRIPTV gives guests an enhanced experience and provides Champneys with an effective and flexible way to promote their products and services.

The new cloud-based SCRIPTV platform enables Champneys to update onscreen content 24/7 and in real-time, so guests will always see the latest spa offers and information. The new Smart TVs also make it easy for guests to book treatments, organise a late check-out and redeem vouchers. Everything is seamlessly added to the hotel's Property Management System so that guests can view their invoice before they check-out.

Champneys wanted to offer great entertainment to their guests too, so Hotel TV Company used an Ethernet-Over-Coax (EOC) solution to deliver freeview and foreign-language TV channels, as well as internet access. No re-cabling was required and all the work was carried out without any disruptions to the tranquil environment Champneys has cultivated for its guests. Now when customers retire to their rooms robed and relaxed after a day of pampering, they can unwind in front of their favourite shows. The new TVs and SCRIPTV platform have helped Champneys increase the number of treatments and hotel vouchers they've sold, and been a real hit with guests.