

Patumwan Princess Hotel Chooses SCALA Digital Signage to Enhance Customer Relations with Guests

Patumwan Princess Hotel is a four-star-hotel located in the heart of Bangkok. It is surrounded by many popular shopping areas such as the Maboonkrong Shopping Center, Tokyu, Siam Square, Siam Center, Siam Discovery, and the upcoming Southeast Asian Entertainment Complex; Siam Paragon. The hotel is also close to the top three educational institutions in Thailand. Patumwan Princess Hotel enjoys brisk business all year round with a room occupancy rate of 90-100 percent at any time of the year.

Patumwan Princess Hotel's initial aim was to develop and enhance their guest relations through an effective communication system that could provide informative content on the hotel's services and promotions even in the absence of the hotel employees. The hotel's public relations program also required the need to disseminate the right messages at the right time to the right target audience.

Many possible communication solutions were considered not just to meet the above requirements but also to accommodate the hotel's budget constraint for a cost effective solution. Ultimately, the SCALA InfoChannel 3 suite was recommended and approved. The entire solution was provided and implemented by Signage Innovation Media Co. Ltd with support from Click Grafix Co. Ltd. To run the solution, three 42" plasma screens were installed at the reception counter, concierge counter and at the Olympic Club, its fitness centre.

Visual content for the digital signage is created and developed by the hotel staff using SCALA InfoChannel Designer 3. Patumwan Princess' Hotel Channel features stimulating media rich visual information on its public relations and guest relations programs such as currency exchange rates, sales promotions, hotel services and other hotel activities. The content is then adjusted by the IT staff and sent to the Players for playback on the Plasma screens.

Patumwan Princess' Hotel Channel has gained significant complimentary feedback from guests and patrons alike within one year of implementing the solution. Guests and patrons are impressed with the hotel's pace of technology and are well pleased with the ease and convenience of obtaining information and being kept updated with current hotel news and messages. The channel has also successfully enhanced relations between hotel employees and the guests. In addition to positive response from the guests and patrons, the hotel employees too find the solution effective and efficient. Said Mr. Chaisuwan Narongchaiyasit from the hotel's Electronic Data Processing Department (EDP), "The SCALA solution makes our job a lot easier. Its as easy as click, drag and drop."



Patumwan Princess Hotel aims to expand their visual communication needs further and implement information kiosks in the near future and Signage Innovation Media Co. Ltd is all set to provide support in training and equipping the hotel with more advanced skills and feature upgrades.

About Signage Innovation Media Co., Ltd (SIM)

Founded in 2003 by a group of graduates from the Engineering Department of Chulalongkorn University, SIM specializes in SCALA digital signage solutions, providing services in designing, content development, implementation and professional consultation. SIM is an authorized reseller for SCALA in Thailand and partners closely with Click Grafix Co. Ltd.

About Click Grafix Co. Ltd

Click Grafix Co. Ltd is an official representative of Click Grafix Sdn Bhd, Malaysia. It represents its mother company as a premiere one-stop centre for digital video, animation and multimedia hardware, software, solutions and services in Thailand.

About Scala Inc.

Founded in 1987, Scala pioneered the cable TV industry with software and services to allow users to create localized channels inexpensively. Today, Scala has grown to lead the corporate communications, retail dynamic signage, and interactive kiosk industries as well. With an unrivalled software suite to handle authoring, networking, monitoring, and logged playback, Scala has been the choice of tens of thousands of customers worldwide.

Built on reliable and flexible network architecture, Scala software can support nearly any existing infrastructure from dial-up to LAN to Wi-Fi to satellite and terrestrial-based multicast networks. Scala's powerful and efficient store and-forward design allows the control of unique content on a single cable head end or thousands of remote displays or kiosks from a single desktop PC without the constraints of streaming video.