

## InnSpire and Club Quarters continue to personalize the digital guest-journey in extended partnership

**New York, USA (2018-07-17)** ? InnSpire, the innovative global leader in hotel technology, has announced an extended partnership with Club Quarters Hotels globally, as the major US hotel-group has chosen to extend its cooperation with InnSpire, for all its nearly 5000 rooms.



Club Quarters Hotels operate full service hotels located in prime city-center locations, for business travelers and urban explorers, with a unique and highly advantageous membership program for organizations whose employees travel to CQ locations.

They key benefits of the partnership between InnSpire and Club Quarters Hotels, was the ability for the hotel guest to leverage the ground-breaking InnSpire technology to improve the guest entertainment experience, increase access to hotel services, and seamlessly integrate technology to ease the guests journey.



Using the InnSpire Data Analytics Dashboards and learning from the market place, both companies were able to partner together to customize and improve the guest experience to truly showcase the unique guest experience that Club Quarters Hotels offers their guests. Together they were able to jointly develop an enhanced version of the InnSpire solution, where specific areas were added and new features were created together. For example, guests found it important to be able to stay fit and to exercise while travelling, so a virtual Yoga program was added. Guests showed a preference not to use a dedicated TV-remote, but rather their own tablet or phone as remote control, so a special API was developed allowing integration between the popular Club Quarters App, and the InnSpire solution to make that happen. Guests also wanted to stay on top of local events and happenings around the hotels, so the marketing and promotions capabilities of the InnSpire solution were elevated. Finally, guests found all the different types of streaming and casting somewhat confusing with all the various names and technologies, so InnSpire and Club Quarters combined these into simple selectable menus that made the whole experience less technical, while still supporting both iOS and Chromecast streaming seamlessly - and without additional App-downloads.



The InnSpire solution is extremely easy to use on the part of guests. Upon check-in all guests are able to use any mobile device to access hotel services over the free hotel Wi-Fi. The InnSpire solution is fully integrated into the Club Quarters popular App, and this simple solution enables guests to access all hotel amenities and services from anywhere in the hotel.



"We are delighted that Club Quarters continues to put their trust in InnSpire to meet their guest engagement needs," says Dominic Locascio, Vice President Sales Americas at InnSpire. "Partnering so closely with a customer creates great benefits as you learn from one another. Club Quarters is really a pioneer in the use of technology throughout the guest experience, and we hope their choice of InnSpire is a testimony to the quality and simplicity of our solutions and to the popularity of the products and services InnSpire delivers."