



ACCORHOTELS

Feel Welcome

Press Release

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AccorHotels leads the way to personal & memorable service with cultural transformation

- Staff empowered to think outside of the box in their approach to welcoming guests, with freedom to offer personalised, heartfelt gestures in a tech-driven world
- Service focus continues following earlier launch of more a personal welcome by staff, with removal of check-in desks in over 100 hotels aided by mobile technology
- The power of this new philosophy and the effect that it has on guests will be highlighted in new multi-million pound consumer advertising campaign

AccorHotels UK & Ire has launched a cultural transformation empowering over 7,000 staff throughout its hotels including ibis, Novotel and Mercure hotels in the UK with the freedom to go 'off-script' to provide spontaneous gestures that transform hotel stays.

Resulting moments to date have included cooking personalised unicorn pancakes for younger guests, walking a guest's dog, surprising a guest with the latest novel by their favourite writer, even helping guests concoct a marriage proposal plan!

The cultural transformation, which has already been rolled out in 80 per cent of the group's UK locations, utilises the skills and understanding of its staff of what really makes a hotel guest happy and how to provide unique, memorable moments. The move bucks increasing trends of automation, placing outstanding guest service at the heart of delivering first class hospitality and unforgettable travel experiences.

AccorHotels has reinforced its belief in this initiative by making it central to its new consumer advertising campaign in the UK. The multi-million pound 'From The Heart' campaign will play on TV and online and features real-life spontaneous gestures and acts of service. The campaign was filmed in Novotel London Canary Wharf, ibis London Canning Town and Mercure London Bridge and will drive awareness and perception across the brands over the spring/summer period and launching across key high profile weekend TV slots such as Homeland.



Thomas Dubaere, Chief Operating Officer, AccorHotels UK & Ireland, said: “We believe the most important factor to drive our continued success in a very competitive environment is how our family of hotel staff make our guests feel. We have transformed the way colleagues can interact freely and directly with guests with the roll out of our mobility programme, removing reception desks in over 100 hotels and running operations via smartphones.

We have since invested a lot of energy in creating a culture where staff feel empowered to go ‘off-script’ and are trusted to deliver the personal touch. In addition we are now investing in our new advertising campaign which champions this philosophy and demonstrates the effect it can have to potential new guests.”

The transformation is driven by the insight that that personal, heart-felt moments during a hotel stay make a tangible difference to guest experiences. Staff have therefore been undergoing a series of workshops and training exercises to make them feel empowered to communicate with guests on a more personal level, so that guests in turn feel valued and welcomed.

Adding to this insight, TV psychologist Emma Kenny says: “Many people are leading pressured, stressed or complicated lives. A kind gesture, a caring word, or even just a heartfelt smile can transform not only the way that person feels, but also the way you feel. What’s remarkable is that the simplest of gestures can have a huge impact on everyone it touches. Approaching life this way puts the delight back into everyday experiences - filling any interaction between two people with positivity and potential.”

General Manager Jacqui MacMillan, recently appointed to Novotel London Canary Wharf and who has been closely involved in developing skill amongst UK staff, explains: “You can instantly tell in a guest’s reaction when you have connected with them. They appreciate actions that come from the heart, however big or small. It has taken my job to another level and given me the freedom to welcome guests like family.”

Technology remains a key area of development alongside this service-focused strategy, but AccorHotels UK & Ire is only deploying new technology where it enhances customer experience and enables staff to offer an even greater level of service.

An example of how AccorHotels is applying ‘technology with a human touch’ is the use of a new mobile OS at over 100 of its ibis hotels and selected Novotels in the UK. The system removes the need for traditional check-in desks, and lets staff approach and greet guests on arrival and around the hotel, with check-in and with day-to-day administrative functions simply run via an app on their phone from anywhere in the hotel.



- ENDS -

Notes to Editor

To see the campaign film: <https://www.youtube.com/watch?v=rEqqiFZRJIE&t=5s>

To see the 30 Sec advert: https://www.youtube.com/watch?v=hS4mCDU_jTs

About AccorHotels

AccorHotels is a world-leading travel & lifestyle group and digital innovator offering unique experiences in more than 4,300 hotels, resorts and residences, as well as in over 10,000 of the finest private homes around the globe. Benefiting from dual expertise as an investor and operator, AccorHotels operates in 100 countries. Its portfolio comprises internationally acclaimed luxury brands including Raffles, Sofitel Legend, Fairmont, SO Sofitel, Sofitel, onefinestay, MGallery by Sofitel, Pullman, Swissôtel and 25hours Hotels; as well as the popular midscale brands Novotel, Mercure, Mama Shelter and Adagio; the much-prized economy brands including JO&JOE, ibis, ibis Styles, ibis budget and the regional brands Grand Mercure, The Sebel and hotelF1. AccorHotels provides innovative end-to-end services across the entire traveler experience, notably through the acquisition of John Paul, world leader in concierge services.

With an unmatched collection of brands and rich history spanning close to five decades, AccorHotels, along with its global team of more than 250,000 dedicated women and men, has a purposeful and heartfelt mission: to make every guest Feel Welcome. Guests enjoy access to one of the world's most rewarding hotel loyalty programs - Le Club AccorHotels.

AccorHotels is active in its local communities and committed to sustainable development and solidarity through PLANET 21, a comprehensive program that brings together employees, guests and partners to drive sustainable growth.

Accor SA is publicly listed with shares trading on the Euronext Paris exchange (ISIN code: FR0000120404) and the OTC marketplace (Code: ACRFY) in the United States.

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