



EDWARDIAN HOTELS

LONDON



Before Stay

Helpful services three days before arrival:

- ✓ Select room and check in online
- ✓ Pre-pay for a stay
- ✓ Download and start using the guest app
- ✓ Ask Edward for information about the hotel and local area or make special requests

During Stay

Simple, self-service assistance:

- ✓ Edward welcomes guests by SMS and offers his assistance
- ✓ Quick and easy key collection from concierge desk**
- ✓ Available 24/7, guests use the guest app for all questions, room service orders and much more
- ✓ Complimentary high-speed Wi-Fi ensures non-stop connectivity

** If staying at Radisson Blu Edwardian Heathrow, rooms can be unlocked via a phone app

After Stay

Seamless support, even after departure:

- ✓ Edward sends an SMS to offer online check-out
- ✓ Convenient email invoice on request
- ✓ Edward assists with post-stay requests, such as luggage collection, taxi bookings and forgotten items



Ask Edward anything

Hi Edward...

Is breakfast included with my booking?

Can you book me a taxi to the airport?

Can I order a chicken salad to my room?

How far away is the nearest train station?

What time does your gym open?

Born out of data

Edward was created to meet the demand for more self-service and digital communication tools – based on data and research conducted with guests and staff.

Innovative, AI technology

Edward is always learning – today he can handle over 1,600 topics in 59 languages and counting, by SMS or through the app.

Efficient assistance

Edward replies to guests' queries instantly, sending push notifications to staff in relevant departments when a guest makes a request – from room service orders to extra pillows.

Enhanced customer service

Available to guests before, during and after their stay, Edward also personalises future stays based on previous customer preferences.

Loved by users

“ (...) If we needed something Edward sorted it out from extra pillows to directions to the tube. It was absolutely fabulous.”

Guest's TripAdvisor feedback

“ Loved the online checkout plus the receipt of text from my virtual host advisor”

Guest's TripAdvisor feedback

“ It was like having my own PA”
Yvette Caster, Freelance journalist and podcaster

Award-winning

Gold Winner
Best Use of AI & Associated Technologies - 2019

The Most Valued Innovation Award - 2017

Best Multi-Channel Customer Service - 2016

Why Edward

- Tried and tested product since 2016, handling 69% of all requests coming from guests
- Popular with guests and organisers alike
- Award-winning
- An established and growing knowledge database

Always evolving

Soon, the app will put limitless control in the hands of our guests – from adjusting in-room settings to making spa and restaurant reservations. Stay tuned...