



Concord Hospitality Installs World Cinema to Generate Consistency with Guest Room Entertainment Services

Highlights

Concord Hospitality

Concord Hospitality Enterprises, an owner and manager of a diversified hotel portfolio across the U.S. and Canada, began using World Cinema Inc. for its in-room guest entertainment services in 2007. One of Concord Hospitality's intentions in working with World Cinema was to bolster the consistency of such services across its growing portfolio.

By engaging World Cinema, Concord Hospitality forged a true long-term business partnership that creates uniformity with its entertainment technology, improves processes for its hotel staff and provides guests with a best-in-class experience.

The user-friendly features of World Cinema's set-top box and the company's attentive customer service enable Concord Hospitality to provide digital entertainment services that meet and exceed guest expectations. The revolutionary, one-stop-shop technology solves the logistical challenges and inconsistencies of working with multiple local cable companies.

Business Objectives

1. Upgrade in-room entertainment services with consistent, future-proof technology to enhance guest experience.
2. Negotiate unique contract terms and leverage pricing based on a growing hotel portfolio.
3. Build partnership with company that supports timely, outstanding customer service for Concord's associates and guests alike.

The Results

1. World Cinema's set-top box meets and exceeds guests' expectations of in-room TV service.
2. World Cinema's accommodations and flexibility enable custom-tailored contracts and preferred pricing.
3. A stable, long-term business partnership that provides exceptional customer service for Concord employees and guests.

"Digital entertainment is rapidly changing, as are guest expectations," said Brian Cornell, chief information officer for Concord Hospitality. "We desperately needed an entertainment system that was consistent across our portfolio and met guest demand, as well as a company that could offer flexibility in terms of contract negotiations and product pricing."

1985
Established

100+
Hotels

2
Operations- United States and Canada.



The Challenges

Local cable companies just weren't providing the quality of service and support Concord Hospitality needed for in-room entertainment services across its expanding North America hotel portfolio.

With a diversified brand base consisting of Marriott, Hilton, Hyatt and Intercontinental properties among others, Concord Hospitality was faced with sizable challenges when dealing with local cable companies' inconsistencies in pricing and customer service.

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Concord Hospitality turned to World Cinema in hopes of striking the perfect balance between a company that offered cutting-edge entertainment services and top-notch customer service.

"World-Cinema was a brand-preferred, free-to-guest provider, and the leading national satellite system that was available to us in 2009," Cornell said. "And we haven't looked back since."



The Solutions

With World Cinema's set-top box in their rooms, Concord Hospitality's guests are treated to a best-in-class in-room entertainment experience. The box allows guests to access the digital streaming apps in demand among today's consumers and to replicate their in-home entertainment experience.

"The TV is a phenomenal medium to provide guests with the types of apps and features they expect from technology these days," Cornell said. "TVs have evolved way beyond basic broadcast studio content."

On top of driving high levels of customer satisfaction, the product has future-proofed in-room entertainment services at Concord hotels while even helping the company eliminate some seemingly unrelated costs, such as the paper it once needed to print guest room directories.

"Since partnering with World Cinema, we've moved from printing our directory guides on paper to housing them in a digital format on the TVs," Cornell said. "We've become more environmentally friendly, and in addition to that, we have become more nimble in updating and adding new content to the TV systems."



World Cinema has been innovative with solutions and responsive to customer-service inquiries, and that has made all the difference in this partnership for Concord Hospitality, Cornell said.

World Cinema also has worked diligently with Concord Hospitality to craft a custom-tailored contract and preferred pricing that are business-friendly to Concord and its growing portfolio.

"We have regular calls with World Cinema where we review our portfolio and discuss any upgrades or issues that need to be resolved. It's simply more than a business relationship – it's a genuine partnership," Cornell said.

"They follow up on everything, stay true to their word and take care of their customers, and also their customers' customers. That's everything we were looking for – and more."