

# Mvix | Case Study: Crowne Plaza Dulles

## Summary

- Crowne Plaza Dulles wanted to modernize communication with guests, corporate groups, and employees.
- The screens display flight information, meeting room schedules, and employee communications.
- The project included 15 Xhibit signage systems, content management software (CMS), content integrations and professional services.
- The hotel noted a marked improvement in guest and employee satisfaction as a result of the installations.

## Introduction

[Crowne Plaza Dulles Airport](#), located just outside of the nation's capital, recently launched a digital signage network powered by Mvix for their hotel lobby, corporate meeting rooms, and employee spaces.

The 15 displays at the hotel are uniquely designed to address three different target audiences: hotel guests, corporate groups that use the hotel's meeting spaces, and employees.

The screens are centrally managed by the Meetings Director and show information that is curated specifically for each group, including flight information for the nearby Washington D.C. Dulles Airport, meeting room schedules and employee benefits information.

## | Crowne Plaza Dulles

**Crowne Plaza is a multinational chain of full service, upscale hotels that caters primarily to business travelers.**

The property at Dulles Airport completed a [\\$14 million renovation](#) in April of 2016, which included upgrades to its 327 guest rooms, 12 conference spaces, and the addition of Starbucks, Houlihan's Restaurant and Bar, and the Executive Club Level & Lounge.

Conveniently located two miles east of Dulles International Airport, the Crowne Plaza Hotel is well placed to meet the needs of both international and domestic guests traveling for business. The hotel offers amenities such as over 7,200 square feet of flexible meeting and event space, 24 hour complimentary airport shuttle service, a business center, on-site Enterprise car rental and Executive Club accommodations & lounge.

For corporate event planners and business travelers, there is the comprehensive Crowne Plaza meetings program, which includes a two-hour response guarantee to RFPs, a dedicated Crowne Plaza Meetings Director and a daily meeting debrief. The hotel also proudly participates in IHG Green Engage to ensure sustainability which assists with the use of energy, carbon, water, and waste and minimize overall impacts on the environment.

## | The Challenge

**Crowne Plaza needed a dynamic communications solution that could be tailored to the needs of guests, visiting corporate groups, and hotel employees.**

Before renovations, the hotel lobby used static pop-up banners to inform and guide guests to events or conferences. For each of the 12 conference spaces, the Meeting Director would insert paper signs into clear, wall-mounted placards to indicate room assignments. Though these signs got the job done, they required extra resources and time for the staff to keep them updated throughout the day.

In the employee lounge, paper flyers were distributed or posted on the wall by human resources staff. The flyers didn't stand out amongst the other employee-facing materials. The Human resources staff also had to manually update the posters.

The goal of the renovation project was to present a refreshed look and provide an enhanced guest experience in every facet of their stay--this included modernizing their communications at all levels.

### *What needed to be done:*

- *Ability to share real-time multimedia content*
- *Display custom, branded messages for various groups using the 12 conference spaces*
- *Provide modern, aesthetically pleasing signage*



## | The Solution

**Mvix provided a digital signage network consisting of 15 displays throughout the hotel.**



As part of the Crowne Plaza renovation, Mvix implemented 2 displays in the hotel lobby, 12 meeting room signs for the conference spaces, and 1 display in the employee lounge.

The [Mvix platform](#) offered remote management, for the Meetings Director to manage the displays and content from the main office.

The platform also offered advanced scheduling so the content could be updated automatically based on the schedules of the conference spaces.

In the lobby, one display shows the schedule of the airport shuttle. The second display alternates between displaying Dulles Airport flight information (arrivals, departures, delays and cancellations), news and weather updates. Both screens also display infotainment such as the Winter Olympics and March Madness.

"I like how the animated features add flair to the visuals as people walk by," noted Tim Thomasberg, the Meetings Director at Crowne Plaza.





Next to each of the 12 conference spaces, the hotel installed 15-inch meeting rooms signs to clearly indicate and personalize room assignments. This allowed the Meetings Director to customize messages to show corporate logos, personalized greetings for wedding receptions, and ads for other hotel services.

Crowne Plaza also put up a digital sign in the employee lounge, out of the way of the regular hotel guests. This sign has a variety of information that scrolls through in a playlist, including employee birthdays and anniversaries, inspirational quotes, guest reviews and HR information about employee benefits and company policy updates.



Mike Kilian, the Mvix Senior Director of Business Development, worked with Tim throughout the project to ensure that everything came together smoothly.

"The Mvix team, lead by Mike, was great to work with," said Tim. "They were very easy to deal with and followed up with us every step of the way. The team even attended our grand opening party after we completed all of the renovations."

### *Components used:*

- *15 Xhibit HD signage players*
- *Content management software - XhibitSignage*
- *Content integrations - event listings, flight information (FIDS), Winter Olympics, scrolling RSS feeds*
- *Professional services - education & training, implementation assistance*



## | The Results

**The new digital signage solution gives the hotel a modern aesthetic and provides a personal touch to visitors.**

From the outset of the implementation the Meetings Director was impressed with the digital signage software platform. "I've been really happy with Mvix," he said, "the simplicity and user-friendliness are good for my team, and makes it very quick to learn."

Additionally, Tim has noted that the flexibility of the software has allowed him to create custom content for a number of unique occasions and visitors.

Longtime clients of the Crowne Plaza's conference spaces have noticed a significant difference with the addition of the meeting room signs and enjoy the personalization that the digital signs give to their business or event. When there's a wedding or family gathering, Tim can request special photos from the group to display alongside the room information.



The display in the employee lounge has also improved employee awareness of available benefits. The inspirational messages and customized templates make them feel like they are part of a tight-knit team.

The two displays in the lobby have been particularly useful for the hotel guests. They can easily access airport shuttle schedules and see the current status of their flights directly on the screen. This reduces their anxiety of travelling and gives staff more time to help other guests needs.





Employees and guests alike have both noticed a great improvement in the look of the hotel following the renovations and installation of the digital signs. Not only did the overall aesthetics improve, but the Mvix platform greatly reduced the amount of maintenance required for updating all of the signs in the hotel.



*"The digital signs have brought us to the 21st Century. The simplicity and user-friendliness of the software makes it quick to learn and the displays really upgrade the overall presentation of our hotel."*

*Tim Thomasberg, Meetings Director at Crowne Plaza Dulles Airport*



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# About the Companies



## About Mvix

At Mvix, our love for technology drives who we are and what we do. For over a decade, we have been a leading provider of content-rich digital signage software solutions that connect brands with people.

To date, our platform, [XhibitSignage](#), powers over 50,000 active screens for clients including Virginia Tech, NASA, Sodexo, Discovery Channel, Nike and the University of Washington in a variety of applications that include employee communication, wayfinding, emergency messaging and customer communications.

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## About Crowne Plaza Dulles Airport

[Crowne Plaza Dulles Airport Hotel](#) offers fresh newly renovated guestrooms and everything a traveler needs—stellar rooms, welcoming staff members, and a great location. Whether you're in northern Virginia for business or pleasure, Crowne Plaza wants to make sure your time with them is well spent.

Enjoy well-appointed hotel rooms and suites with art deco touches and modern amenities like free Wi-Fi. Dine at Houlihan's, which offers delicious food onsite.

