

London Marriott Hotel County Hall – IRIS mobile dining & digital guest directory

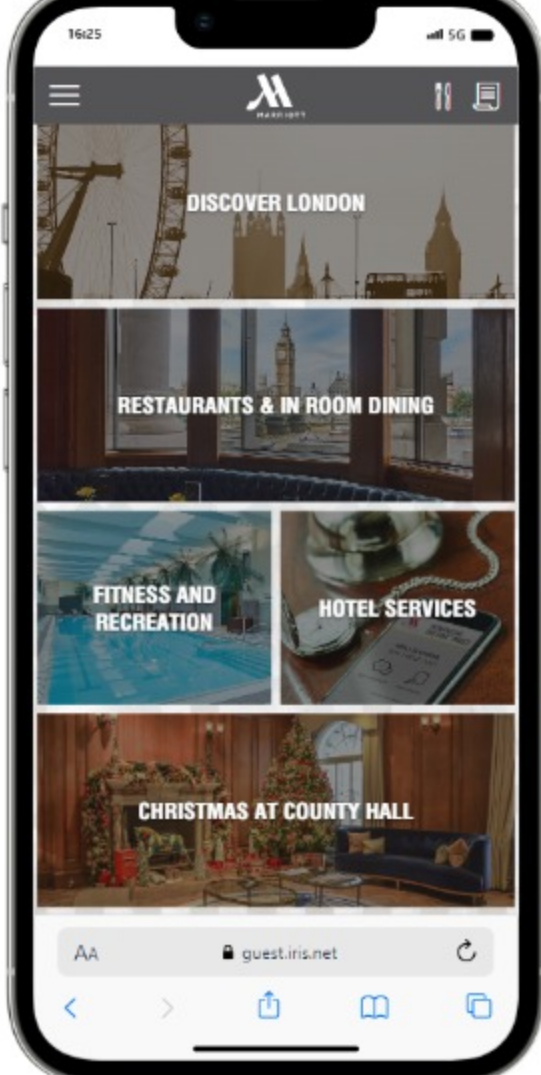
8 Jan | Written By Kate Fuller



Hotel Overview

If you're after iconic London views, then this is the hotel for you. The historic, 5-star [London Marriott Hotel County Hall](#) hotel is only steps away from the London Eye, Big Ben and the iconic Westminster Bridge. Occupying London's former County Hall, the luxury hotel has 262 rooms, suites, a gym, and an indoor pool.

Guests can enjoy in-room dining from Gillray's Steakhouse & Bar (with over 100 gins and locally sourced steaks from the artisan Browne's butchers) or their County Hall takeaway menu.



"The widespread adoption of mobile dining highlights its immense popularity among our guests. This not only enhances our operational efficiency, leading to significant resource savings, but also consistently boosts our F&B revenue through the steady rise in order volume and guest spend each month.

Mobile dining has not only enhanced the guest experience but has also significantly increased service efficiency. In today's era of online ordering, guests have come to expect this convenience, and some are even surprised when presented with a paper-only menu option.

The overwhelmingly positive response from our guests attests to the considerable impact mobile dining has made on both our sustainability initiatives and overall profitability."

— Rui Tavares, Gillray's Steakhouse & Bar Manager

Hotel Requirements

- The hotel first implemented mobile dining to provide a contactless dining service to guests during Covid-19.
- They wanted an efficient mobile ordering and guest experience platform that would help eliminate mistakes, elevate the guest experience, and boost F&B revenue.

Solutions

- [Mobile Dining \(For In-room Dining\)](#)
- [Guest Directory](#)

Benefits

97% Of Orders Are Made Through The App

The app, which is promoted to guests upon arrival and through QR codes in rooms, is proving popular amongst hotel guests who enjoy the seamless, efficient ordering experience.

Most orders are now made through the app, with very few phone orders being processed, thereby heightening efficiencies, and delivering more F&B revenue.

17% F&B Revenue Growth Year-on-Year

With increased digital guest engagement and a superior user interface, [mobile dining](#) consistently delivers an upturn in the volume of orders and revenue generated every month. In the last year alone, monthly order numbers have increased by 16% and revenue has risen by 17%.

Higher Average Guest Spending With Visually Appealing Digital Menu

Guests can take their time to peruse the menu and be inspired by the photos of the meals (all items will soon have professional photos after the photo shoot planned in January). The visuals enhance the appeal of the menu, aligning with guest expectations shaped by their familiarity with online takeaway platforms such as UberEats.

This, along with complementary items and the ability to add items and customise their order, leads to guests ordering more online than via the phone.



Significant Payroll Savings

Digital ordering has reduced the workload for the AYS team [as they barely receive any orders over the phone] and decreased the resources required to manage and process in-room dining orders. This has enabled the hotel to control and reduce payroll expenses accordingly and boost profitability.

Easy To Edit and Keep Fresh

As it only takes 5 minutes to upload new photos, the menu items can be changed and edited regularly to ensure guests receive a variety of choices and up-to-date menu information.

The team find it easy to amend categories and sections, change the layout and tweak prices and descriptions. It's also simple to pull off reports to review sales, analyse performance and forecast ahead.

It's easy to manage the two different menus the hotel offers for different types of service and guest preferences.

Improved Service With Time Slots

With [timeslots](#), the hotel can program intervals in their orders and limit the number of orders the kitchen receives at any given time. Especially pertinent during peak hours, this improves delivery times, helps manage guest expectations, and doesn't jeopardise service standards.

Furthermore, guests have the convenience of pre-ordering food deliveries for the next day. Thirty minutes before the scheduled delivery time, the check is automatically sent to the kitchen to start preparing the order. This streamlined process eliminates the need for the AYS team to set reminders or manually schedule orders received in advance.

Instant Access To Hotel and Local Area Information

The [digital guest directory](#) provides guests with a wealth of comprehensive information at their fingertips. Information on the hotel amenities, policies, and services (meetings, events, transport, taxis etc), along with information on the local area and things to do, showcases the range of experiences available on the doorstep.

The information is easy to access and simple to navigate providing an improved service for guests and freeing up staff's time.

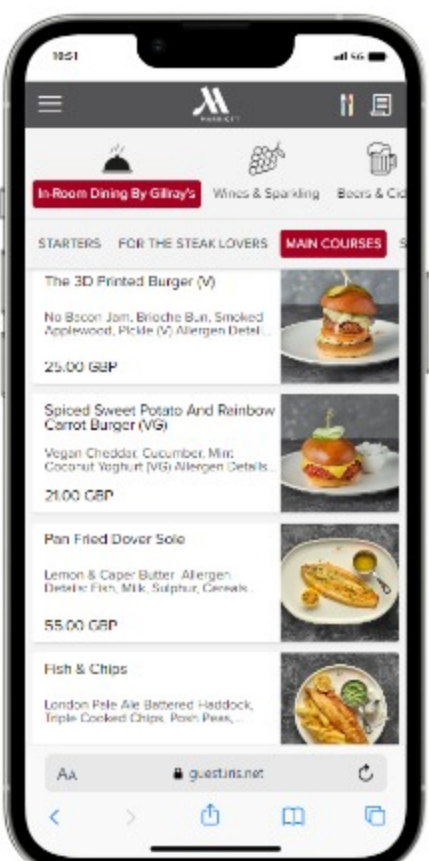
A More Enjoyable, Swifter Guest Experience

With the intuitive, easy-to-navigate app, guests can be assured of an efficient, prompt service. With orders going straight to the kitchen to be processed, delivery times and service levels are improved.

It also gives guests the option of a restaurant experience in the privacy of their room or suite so they can enjoy the comfort and convenience (and stunning views) of their room further boosting their guest experience.

Significant Cost Savings

The hotel has removed all paper menus from the 262 rooms thereby saving significant printing costs and contributing to the hotel's sustainability efforts.



Learn how to **boost your F&B revenue with our [free guide](#).**

Book a **[customised Demo](#)** to see what's possible for your hotel.

For more information on [London Marriott Hotel County Hall](#).