

PUT GUESTS' SAFETY FIRST,  
REDUCE COSTS *and* DRIVE REVENUE  
WITH YOUR OWN BRANDED APP

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BLUE PACKAGE | FREE OF CHARGE UNTIL 2021

MAXIMISING GUEST REVENUES THROUGH A *SUPERIOR* DIGITAL GUEST EXPERIENCE



## HEALTH, HYGIENE AND SAFETY ARE NOW GUESTS' TOP PRIORITY

People have become more conscious of and concerned about what they touch.

Once the crisis is over, hospitality businesses must be ready to communicate the measures they have adopted to look out for their guests.

We help you to do just that.

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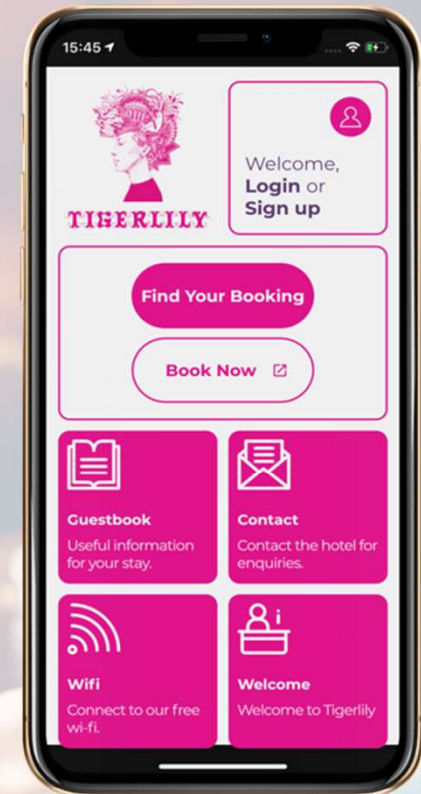


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## HOW CRITON CAN HELP YOU?

- ❖ Put your guests' health and safety first, reduce touchpoints and ditch your guest directory and printed collateral
- ❖ Create your own app and give all the information your guests need on their own phone
- ❖ Save the money and time required to produce, print and update your in-room directory
- ❖ Create a platform to maintain guest engagement
- ❖ Enhance the guest experience
- ❖ Hit the ground running when you reopen

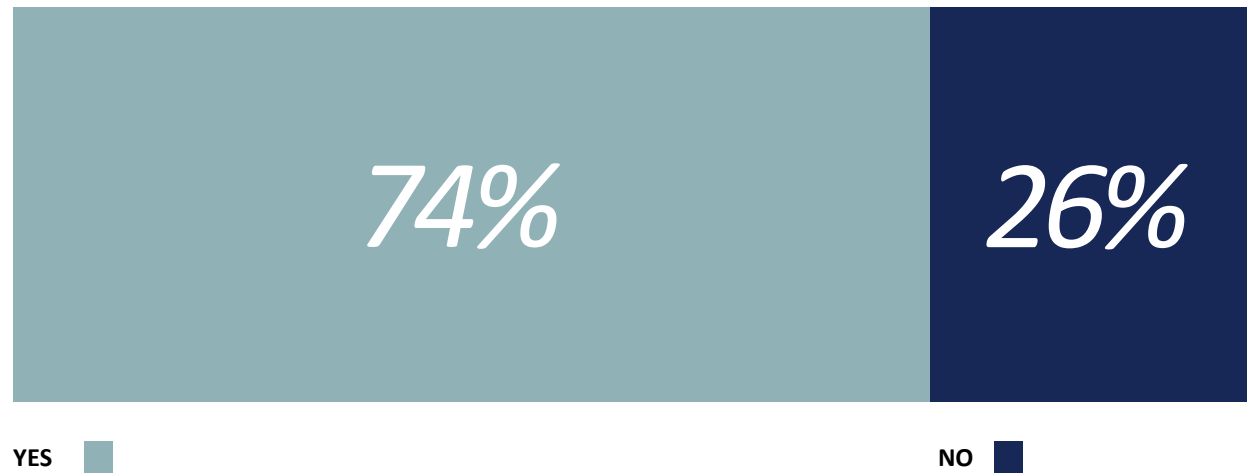


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## WHAT GUESTS SAID ABOUT HOTEL APPS

*If your favorite hotel had an app, would you use it?*



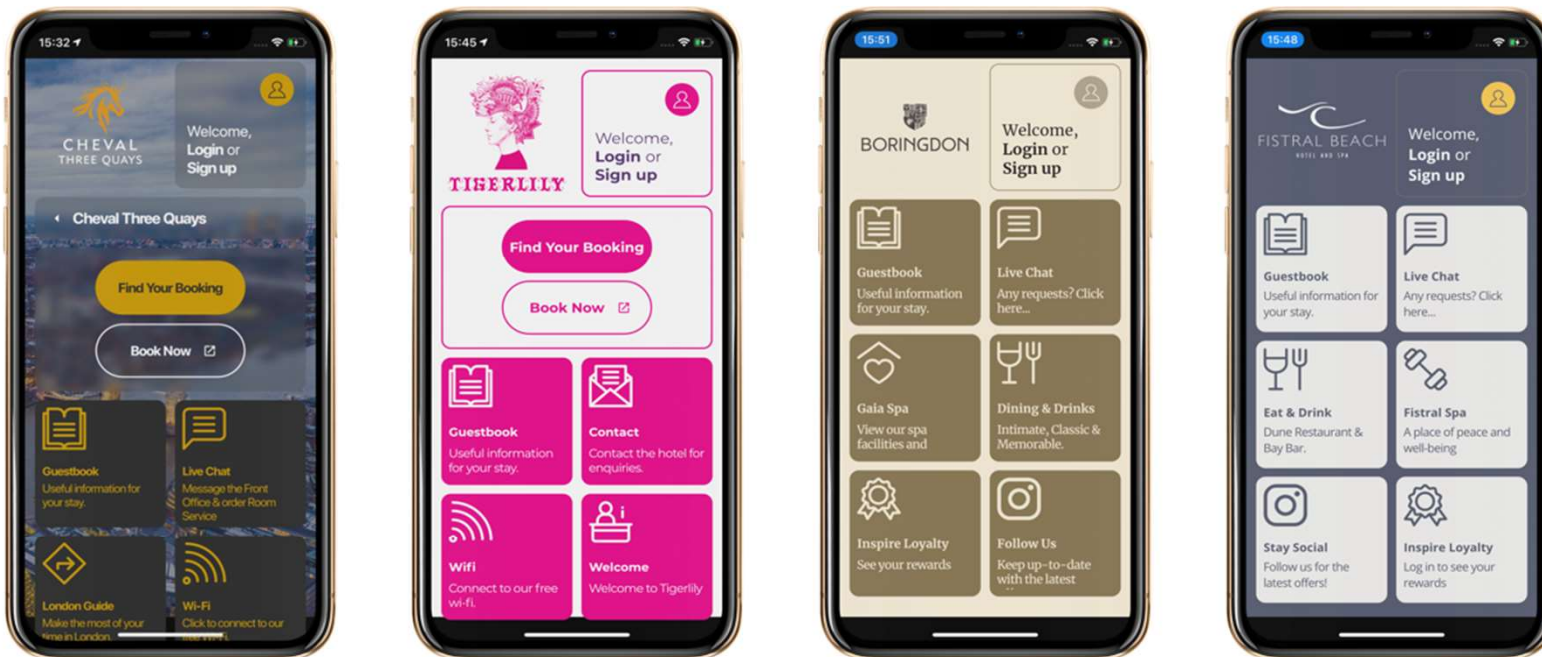
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# AN APP THAT REFLECTS YOUR OWN UNIQUE BRAND

Our team will work with you to create an app that is tailored to you

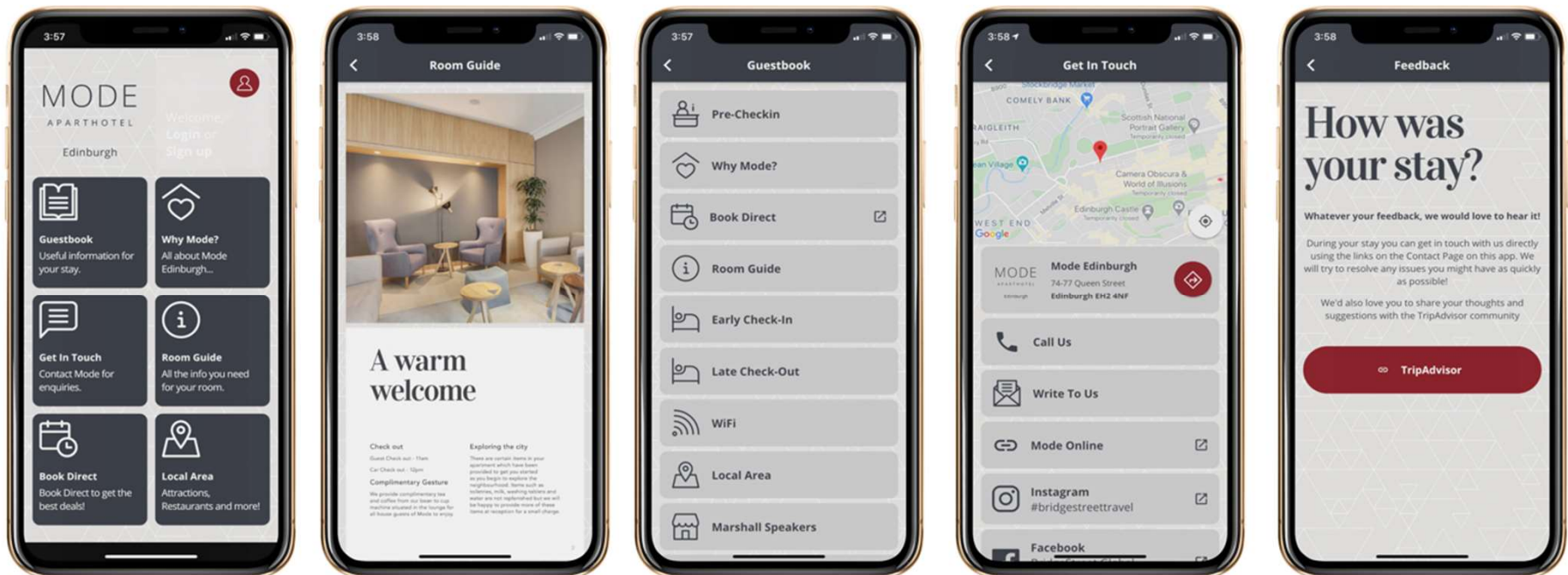


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# YOUR NEW CONTACTLESS GUEST JOURNEY

Digitize the guest information of your property



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# YOUR NEW CONTACTLESS GUEST JOURNEY

Digitize the guest information of your serviced apartments



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# EVERYTHING YOUR GUESTS NEED AT THEIR FINGERTIPS

Guest services directory

Direct bookings

Instant messaging

Photo gallery

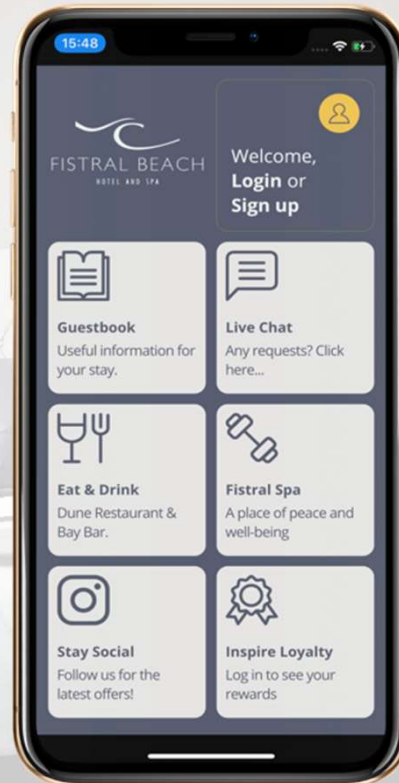
Contact information

Social media links

Amenities and facilities

Menus and brochures

Links for booking services



Local points of interests

Offers and vouchers

Google Maps integration

F&B order and pay system\*

Location based push notifications\*

Mobile Check-in\*

Mobile Door Key\*

Omni-channel messaging platform\*

Loyalty program\*

\* Can be added to the blue package

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## A GUEST APP WILL HELP YOUR GREEN STRATEGY

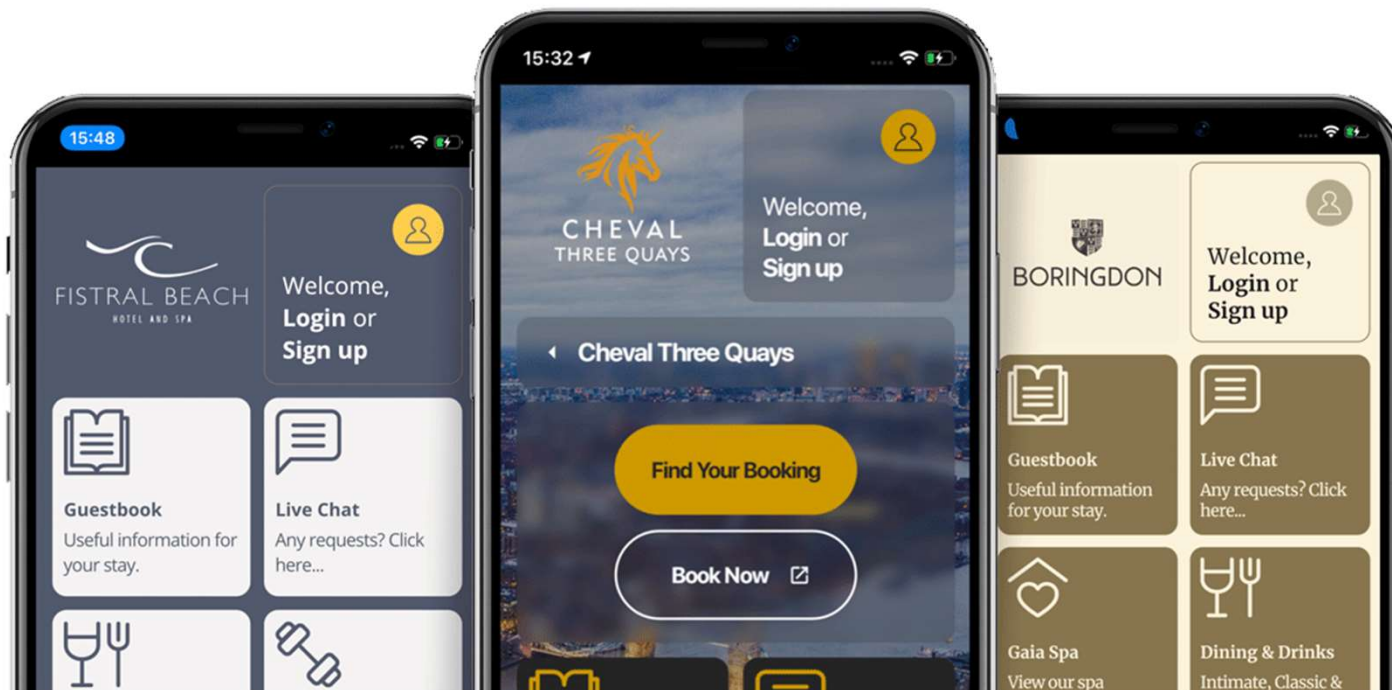
Criton helps you reduce your carbon footprint as with your own branded app you can:

- ❖ Replace all in-room collateral, including the in-room directory, menus and breakfast cards and stay in touch with guests pre, during and post-stay
- ❖ Show guests that you care about the environment by adopting a fully digital approach
- ❖ Offer digital door key and reduce the number of plastic cards distributed every year (you can add digital door key at any point)

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LET'S TAKE A LOOK AT OUR DEMO APP



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## CURRENT OFFER AND WHAT YOU'RE SAVING

# Free for 2020

Criton is supporting the industry  
during COVID-19

# From 2021

Monthly fee: from \$110 USD  
Monthly rolling subscription

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## WHAT YOU CAN ADD TO YOUR BLUE PACKAGE?

### YOU CAN ADD TO YOUR APP AT ANY POINT:

- ❖ Location based push notifications for targeted communications and offers
- ❖ Messaging platform
- ❖ Food ordering system
- ❖ PMS integration for mobile check-in
- ❖ Digital door key on your guests' phone
- ❖ Loyalty program



### PACKAGES AVAILABLE

- Bronze
- Silver
- Gold

Additional charges apply

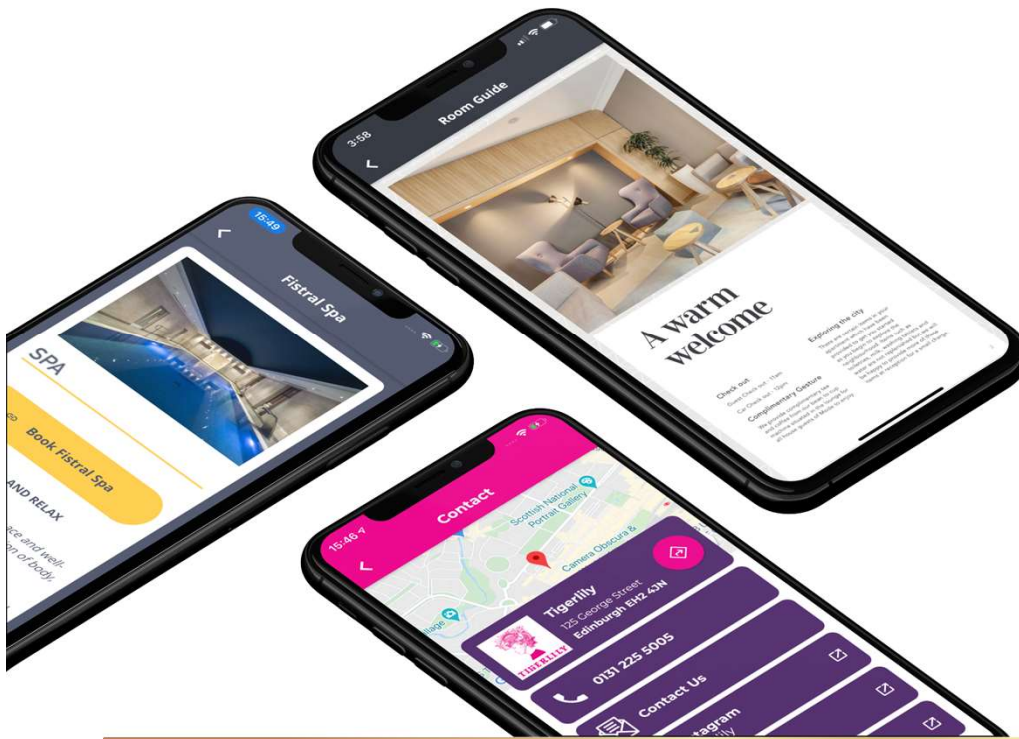
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# ALL GUEST-FACING TECHNOLOGY IN ONE PLACE

Hand-picked integration partners to simplify the digital guest journey



Criton's guest engagement platform integrates with the most used hotel technology platforms to enable hoteliers to simplify digital transformation and offer an exceptional guest experience.

Criton's mission is to help hoteliers bring all their guest-facing technology within one single platform: their own branded app that guests can use on their own phone.

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# LOCATION-BASED PUSH NOTIFICATIONS

Promote your offers, vouchers and facilities to your guests



## Drive more engagement and revenue

Make sure your guests are aware of everything that you have on offer. Promote your spa or other services through location-based push notifications to significantly increase sales. Messages will be displayed instantly on your guests' device.

**49%** of travellers would be persuaded to make a purchase of relevant offers from push notifications.

Push notifications have an open rate of 90% and a click rate 7 times higher than emails.

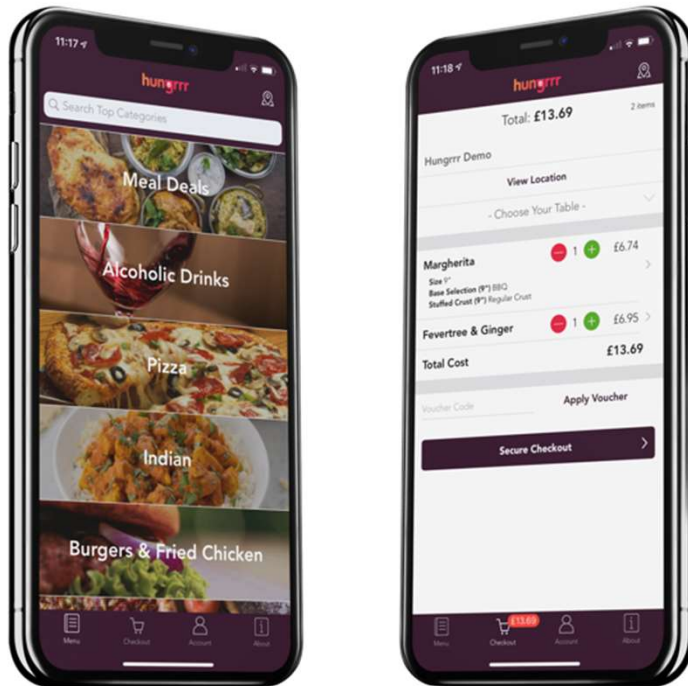
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## F&B ORDER AND PAY SYSTEM *powered by* HUNGRRR

Let your customers safely order and pay at the restaurant or in-room



Criton partnered with world-class food ordering platform Hungrrr to help hoteliers drive F&B revenue while maintaining physical distancing and safeguarding guests' safety and wellbeing.

The system enables guests to order and pay for food and drinks, whether in the hotel restaurant or in room.

The platform comes at no cost to hoteliers as a small fee is applied to guests' orders.

No set up fee and ePOS integrations available.

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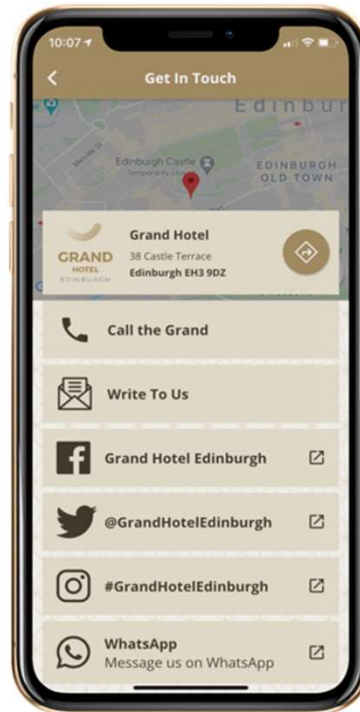
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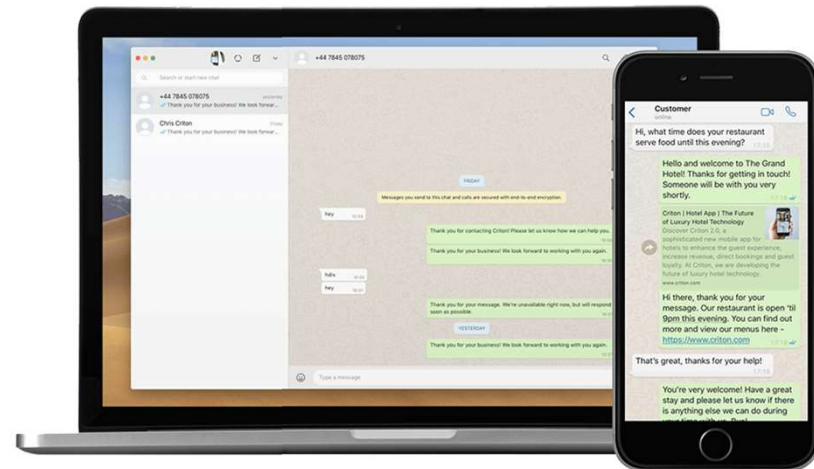
# WHATSAPP BUSINESS ON YOUR APP

WhatsApp Business is free to download and simple to add to your app.

With WhatsApp Business you can quickly respond to guests' queries, showcase important information, use automated tools to respond and provide a great customer experience.



Easily connect your computer at reception to your WhatsApp account and respond more quickly to messages.

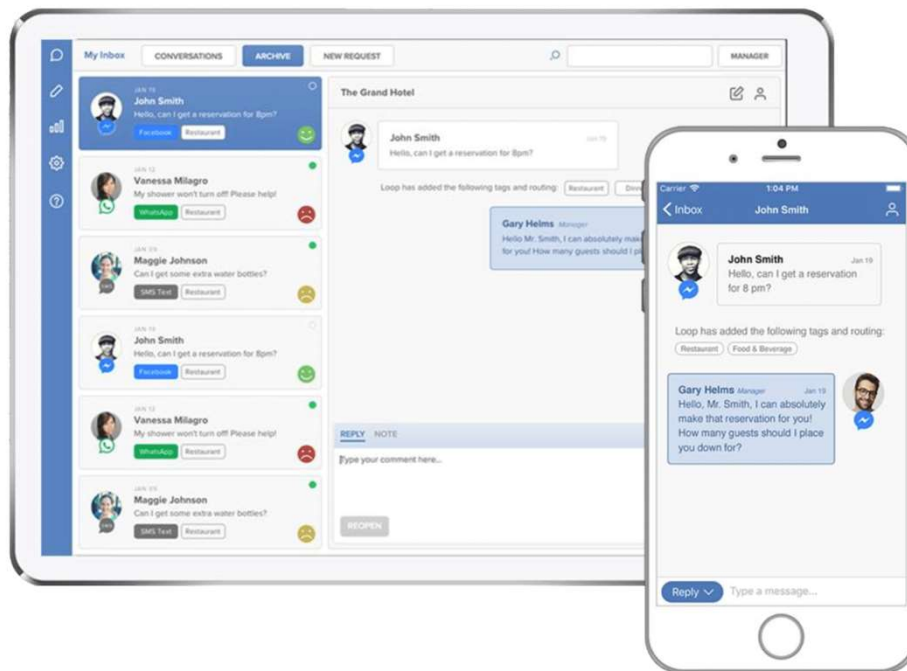


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# OMNI-CHANNEL GUEST ENGAGEMENT *powered by* BENBRIA LOOP

Unified inbox, instant messaging, requests, surveys, automation, ticketing and reporting



Loop® allows you to engage with guests in real time, collect feedback at any point and and measure their experience by touch point.

Loop is an omni-channel platform, enabling you to receive and respond to enquiries coming from many different channel from one unique inbox.

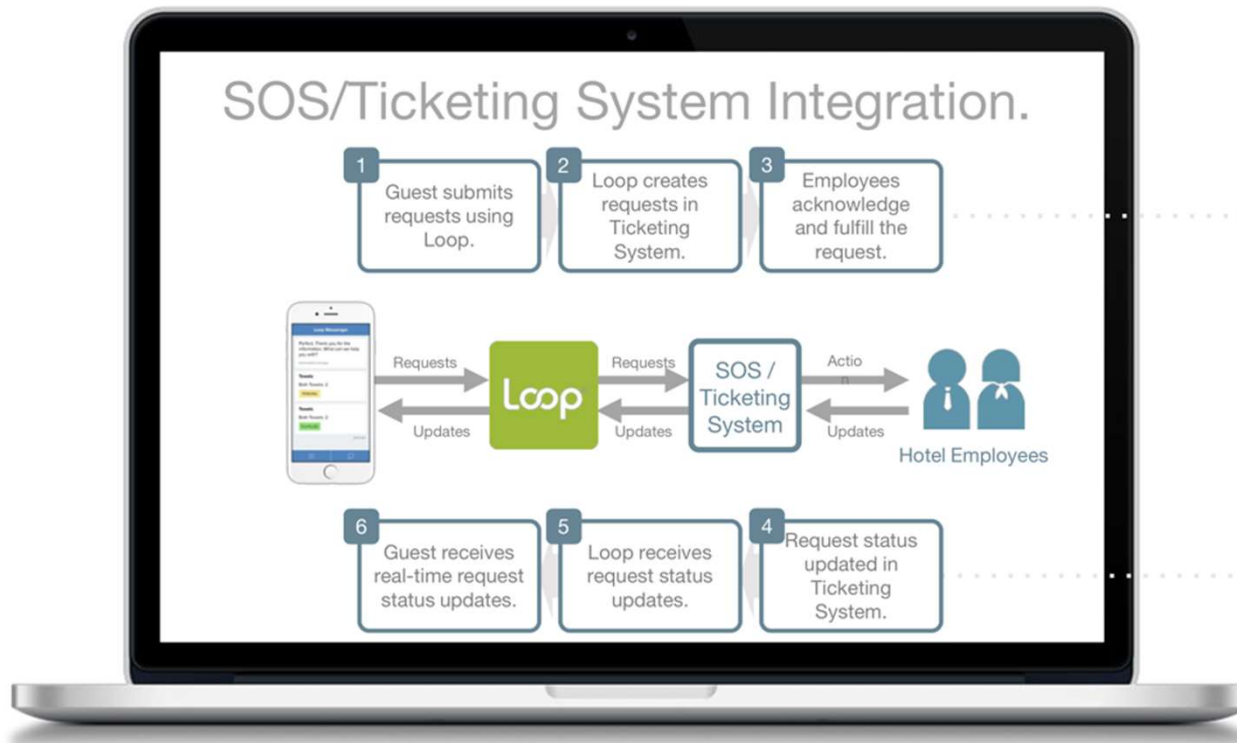
With Loop is easy to analyse your guest experience, address concerns, resolve issues and direct enquiries to the right team within your organisation.

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## OMNI-CHANNEL GUEST TICKETING *powered by* BENBRIA LOOP

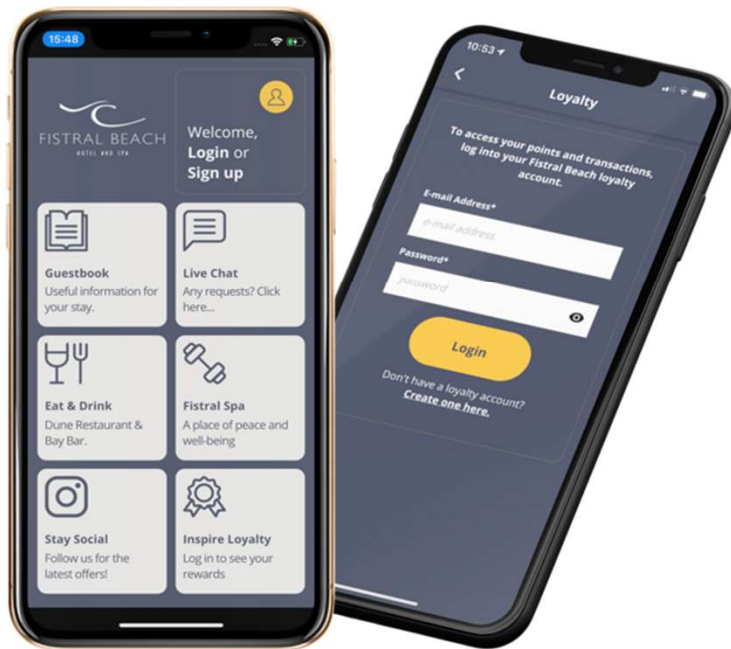


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# INCREASE REPEAT BUSINESS *with* INSPIRE LOYALTY

Reward your guests for their loyalty



Inspire Loyalty equips hotels with the tools and structure to incentivize guests to book direct and provide valuable contact information, so they can be rewarded and recognised.

When a guest becomes a member of the hotel's branded loyalty program they access exclusive member rate, earn points on accumulated spend and redeem points for a future experience.

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## OUR INTEGRATION PARTNERS

### Property Management Systems



### Digital Door Systems



### Food ordering system



### Messaging & ticketing



### Loyalty Program



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## OFFER A FULLY DIGITAL GUEST JOURNEY

Your app enables you to reduce touchpoints and offer the choice of a fully digital guest journey.

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# TERMS AND CONDITIONS

- ❖ First six-month subscription is FOC
- ❖ App set up fee is FOC
- ❖ App onboarding, training & support is FOC
- ❖ App subscription will auto renew on month 7
- ❖ The Client can cancel at anytime with 30 days written notice
- ❖ Criton has permission to use customer logo for PR and marketing activities
- ❖ The Client to provide a case study within 6 months
- ❖ The client will provide two customer referrals within 6 months
- ❖ The Client will provide App feedback to the Criton Product Team
- ❖ The Client will follow all advice and guidance on how to promote the App
- ❖ All App tracking & tagging to be implemented
- ❖ The Client will have a 3-month retrospective insights with the Sales Director
- ❖ The Client will agree to contact T&C's.

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## TRUSTED BY LUXURY PROPERTIES AROUND THE WORLD



GRANGE HOTELS



BORINGDON



FISTRAL BEACH  
HOTEL AND SPA



GOOD HOTEL™



CHEVAL  
RESIDENCES



GRANTLEY HALL

MODE™  
APARTHOTEL

TIERILLY



HINTLESHAM HALL  
SUFFOLK



ARCHERFIELD



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## ✓ CONTACT DETAILS

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MIS Computer Corporation

Direct: 312.543.0969

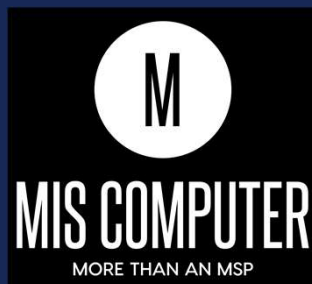
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