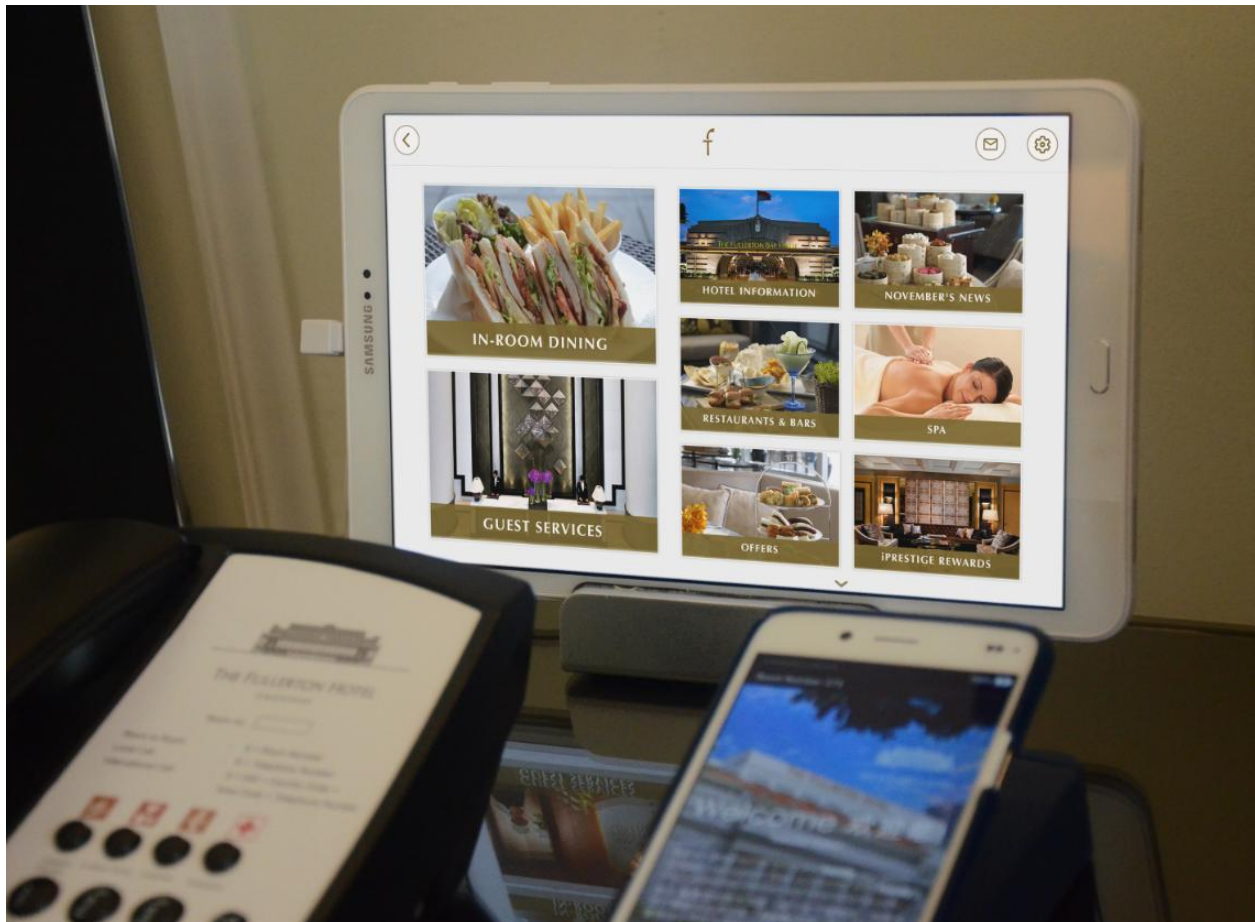




## DEBUT OF AN E-COMPENDIUM TABLET IS ONE OF MANY DIGITAL INITIATIVES BUILDING A “SMART FULLERTON” AT THE FULLERTON HERITAGE



**SINGAPORE, 12 February 2018** – By adopting new digital touch points like an in-room e-Compendium tablet, The Fullerton Heritage is reinventing its hospitality experience for the modern traveller who is constantly on the go, while optimising its human resource deployment. From the moment a business or leisure traveller checks into the heritage setting of The Fullerton Hotel - Singapore’s 71<sup>st</sup> National Monument - or is welcomed by the waterfront surrounds of The Fullerton Bay Hotel, a “Smart Fullerton” experience awaits.

Cavaliere Giovanni Viterale, General Manager of The Fullerton Heritage commented: “We want ‘Smart Fullerton’ to deliver an increasingly seamless experience for our guests so that they have more time for both work and play during their stay. The Fullerton Hotel and The Fullerton Bay Hotel Singapore are the first hotels in Southeast Asia to launch Tapendium – a digital concierge solution hosted on an in-room tablet that places access to hotel-wide guest services right in the guest’s palm.” He continued, “Through digitalisation, we also create more time for our service teams to deliver personalised experiences with high human touch.”

### ELEVATING GUEST EXPERIENCES WITH AN E-COMPENDIUM TABLET, INTERNET PROTOCOL TELEVISION, AND HANDY PHONE

By doing away with printed collateral and guest letters in all 500 rooms and suites across both The Fullerton Hotel and The Fullerton Bay Hotel Singapore, guest communication is now digitalised by way of a new e-Compendium tablet, 55- to 65-inch Ultra-high Definition (UHD) resolution smart televisions with



Internet Protocol Television (IPTV), and a complimentary Handy Phone service with unlimited mobile data that is placed in every guestroom.

All three guest-facing solutions have instant messaging capabilities, with an additional feature on the e-Compendium that gives both hotels the flexibility to send a tailor-made message to just one guestroom, a group of rooms, or to all 500 rooms across The Fullerton Hotel and The Fullerton Bay Hotel Singapore.

Additionally with the replacement of guest letters and brochures which require months of preparation and time to print, both the hotels' staff are now able to communicate hotel updates to their guests in real-time while saving paper and deriving long-term cost savings.

#### *Introducing the E-Compendium Tablet with digital concierge services*

The e-Compendium tablet effectively replaces its printed version to provide the convenience of a digital concierge service at your fingertips. Features on the e-Compendium include an in-room dining menu that takes room service orders and intuitively recommends complementing French fries, salads or juices.

Whether travelling for business or pleasure, the e-Concierge is a one-stop for planning the day's itinerary. At the touch of a button, place a reservation for drinks at Lantern rooftop bar; book a rejuvenating 90-minute signature massage at The Fullerton Spa; or schedule a taxi or laundry pick-up service, seamlessly. The e-Compendium also houses The Fullerton Hotels' city guide with insider tips on what to eat, see and do around The Fullerton Heritage precinct and Singapore. Pre-loaded jogging maps and heritage trails offer guests off-the-beaten-tracks to experience the city by day and night.

Staying abreast with business updates from The Wall Street Journal or discovering technology innovation in The New York Times has never been easier with complimentary access to news sites from over 30 countries available on the in-room tablet, offering guests an opportunity to go paperless and contribute to environmental sustainability.

From January to October 2017, the new e-Compendium service at The Fullerton Hotels replaced over 10,260 phone calls that would have otherwise been made to Concierge for the request of hotel information and services. This translates to 633 manpower hours gained because of the implementation of the digital concierge solution over this period, which were redeployed towards creating exceptional guest experiences in high touch service areas within both hotels.

For more information on the features of the e-Compendium, please refer to Annex A.

#### *Be entertained by Internet Protocol Television (IPTV)*

Sleek and slim, the in-room UHD resolution televisions have the capability to display non-static greeting messages upon check-in from Cavaliere Giovanni Viterale. IPTV also provides complimentary on-demand streaming of all the latest blockbuster movies so today's active business cum leisure traveller may now enjoy the flexibility to pause and complete a movie, at liberty.

#### *Enjoy unlimited mobile data on the Handy Phone*

Each of The Fullerton Hotels' guestrooms is outfitted with a Handy Phone device which provides complimentary IDD calls to 15 countries including China, United Kingdom, Australia, Hong Kong, Japan and United States, along with unlimited mobile data so guests may browse the internet from anywhere in Singapore.

#### **AGILE WORK SPACES, CASHLESS PAYMENT SYSTEMS, AND AN AUTOMATED FOREIGN EXCHANGE MACHINE CATER TO THE MODERN BUSINESS/ LEISURE TRAVELLER**



### Hotel-wide connectivity creates agile work spaces

Complimentary WIFI is offered throughout both hotel properties in all spaces, so guests stay always connected. Mix work and play by clocking laptop time by the swimming pool or “hot desk” at The North Courtyard of The Fullerton Hotel with a full-service co-working station, where a caffeine fix is just a raised hand away.

### Go cashless in “Smart Fullerton”

If you prefer to travel light, relegate the chunky pocket change for digitised payment options like Alipay, Apple Pay, Samsung Pay and WeChat Pay that are offered across both hotels. Now, guests may purchase a breakfast croissant at The Fullerton Boutique or charge a business dinner at Jade – The Fullerton Hotel’s award-winning Cantonese restaurant – with a simple tap of a credit card, or smart device.

### 24-hour automated foreign currency exchange

A new automated foreign exchange machine located in the lobby of The Fullerton Hotel Singapore has its pulse on the most up-to-date exchange rates for converting 14 currencies including Chinese Yuan Renminbi, Korean Won, British Pound and United States Dollar, into Singapore Dollar. Guests may use the machine at anytime of the day to acquire local currency up to a transactional limit of S\$1,500 during their Singapore stay, which comes in especially handy when patronising the various food centres in Singapore for a plate of Hokkien Mee or Chilli Crab.

## BUILDING AN ECO-CONSCIOUS “SMART FULLERTON” WITH SMART TOILETS AND SMART BINS

The installation of Smart Bins and Smart Toilets within the precinct has contributed to a more efficient waste management system for “Smart Fullerton”. A mobile application integrated with the Smart Bins and Smart Toilets allows The Fullerton Heritage’s housekeeping teams to remotely monitor waste levels and provide best-in-class maintenance of the facilities.

### Delivering positive environmental impact with Smart Bins

As soon as the garbage level in a Smart Bin attains a pre-determined volume, the service team at The Fullerton Heritage receives a mobile alert for waste removal which leaves little room for potential greenhouse gas emission. By allowing technology to assist in daily housekeeping decisions, service teams see an increased efficiency in time management and have moved from manual execution to a more strategic management model.

### Enhanced visitor experiences with Smart Toilets

The Smart Toilets at Merlion Park see over 700,000 visitors, annually. Digitally monitoring the inventory levels of toilet paper, hand soap and general cleanliness helps to optimise resource allocation so precinct visitors are primed for a world-class experience at an iconic Singapore destination.

As with Smart Bins, Smart Toilets also present an avenue for The Fullerton Heritage to deliver on environmental initiatives by way of carbon footprint reduction and contribute to a more sustainable ecosystem within the Marina Bay area.

# # #



## ANNEX A

The e-Compendium tablet runs Tapendium – a guest-facing hotel technology solution from Australia – which enables in-room digital concierge services. Tapendium was first adopted by The Fullerton Hotels Singapore in a 6-month trial from January to July 2017. Hosted on a tablet powered by Samsung, the Tapendium technology has effectively replaced the printed compendium book and all printed collateral across 500 rooms at The Fullerton Hotels – 400 rooms at The Fullerton Hotel Singapore and 100 rooms at The Fullerton Bay Hotel Singapore – delivering long-term dollar savings and contributing towards environmental sustainability.

In September 2017, The Fullerton Hotels Singapore received a grant amounting to 30 percent of the total implementation cost of the Tapendium solution from the Singapore Tourism Board, in support of digital and business innovation initiatives in the hospitality sector.

From January to October 2017, the e-Compendium facilitated over 11,500 in-room dining orders across both The Fullerton Hotels. The tablet also replaced 10,260 guest phone calls made to Concierge for hotel services, which delivered a gain in 633 manpower hours that were redeployed towards enhancing guest experiences.

To date, the Tapendium solution has received a 90% guest satisfaction rating with positive impact on guest service efficiency, personalised communication and sustainability practices. By moving towards a digital concierge service model, hotel teams now have more time to create memorable interactions with their guests that will leave lasting impressions, even after the guest has returned home.

The in-room e-Compendium tablets at The Fullerton Hotels enables guests to:

- Receive instant messages that delight them with real-time updates on promotions and activities around the hotels
- Order in-room dining from an e-menu which prompts users on complementary food and beverage pairings
- Request for concierge services such as a scheduled taxi or a pillow from the pillow menu
- Place dining reservations for any of the dining establishments at both The Fullerton Hotel and The Fullerton Bay Hotel
- Reserve a spa session at The Fullerton Spa at The Fullerton Hotel Singapore
- Book a meeting room facility during their stay
- Discover amenities and activities available in and around The Fullerton Heritage precinct
- Access digital news from international media represented in over 30 countries
- Shop the hotel's e-store for souvenirs to bring home to their family and friends



### **ABOUT THE FULLERTON HOTEL SINGAPORE**

2018 marks the 90<sup>th</sup> anniversary of the Fullerton Building, home to The Fullerton Hotel Singapore. Gazetted as Singapore's 71st National Monument, the hotel once housed the General Post Office, The Singapore Club and the Chamber of Commerce. It is a luxury hotel with 400 rooms and suites carefully designed to provide both business and leisure travellers with a sanctuary of serenity and comfort in which to retreat and rejuvenate. Dynamically located in the heart of the financial and arts districts, the hotel successfully blends rich heritage with contemporary style and personalised service to offer guests a world-class accommodation experience. Epicureans can enjoy a delectable array of dining selections. There are a total of 5 restaurants and bar in the hotel, namely Town Restaurant which presents international buffets and an a la carte menu, Jade features Cantonese cuisine, The Courtyard offers an Indian buffet, Japanese buffet and Afternoon Tea, and The Lighthouse Restaurant & Rooftop Bar with breathtaking views of Marina Bay serves authentic Italian cuisine. Post Bar, which features the original ceiling and pillars of the General Post Office, is the popular choice amongst the trendy elite.

Aside from the dining selections, The Fullerton Hotel also features an exquisite and intimate retail wing. Guests seeking rejuvenation can pamper themselves with the indulgent treatments at The Fullerton Spa. [www.fullertonhotels.com](http://www.fullertonhotels.com)

### **ABOUT THE FULLERTON BAY HOTEL SINGAPORE**

The Fullerton Bay Hotel Singapore is a stunning, jewel-like addition to the sparkling Marina Bay waterfront, with breathtaking architecture and stunning interiors that combine modernity and heritage. Seated on prime waterfront location in the Central Business District and arts and cultural precinct, the Hotel offers classic luxurious hospitality and exquisite service with rooms featuring 360 degree spectacular views of the Marina Bay and Singapore skyline.

Step into a world of chic sophistication where The Fullerton Bay Hotel Singapore will set the tone for an indulgent lifestyle experience. [www.fullertonhotels.com](http://www.fullertonhotels.com)

### **SOCIAL MEDIA LINKS:**

Facebook: The Fullerton Hotel Singapore  
Instagram: @FullertonHotel  
Twitter: @FullertonHotels  
Hashtag: #FullertonHotel #FullertonFlavours

Facebook: The Fullerton Bay Hotel Singapore  
Instagram: @FullertonBayHotel  
Twitter: @FullertonBay  
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