

Edwardian Hotels London Expands ‘Virtual Host’ to Meetings and Events

- The AI chatbot has already interacted with over 400,000 guests at Edwardian Hotel London properties since 2016
- Built-in assisted machine learning using Natural Language Understanding (NLU) means more than 1,600 requests can be responded to in different languages

LONDON, 14 May 2018: Today, Edwardian Hotels London expands the reach of its artificial intelligence chatbot, EDWARD, to support its meeting and events delegates following success with overnight guests.

“We’ve had great success already with EDWARD and continued positive feedback from users, so we’re looking forward to expanding our service within the meetings and events space. Our in-house team consistently works to create unique solutions to meet guests needs and combined with our extremely valuable on-the-ground staff, we can deliver a bespoke product that is tailored to each and every event we host,” says Michael Mrini, Director of Information Technology, Edwardian Hotels London.

Delegates can now simply text EDWARD for all support from ordering refreshments and adjusting running orders, to requesting assistance with AV equipment. EDWARD provides reliable and punctual guidance, interacting directly with various teams within the hotel. The virtual host can help lost delegates find the correct meeting room via the Interactive Text Response (ITR) mobile SMS service and adjust room temperatures.

The app is supported by live assistance when needed, meaning complaints or requests that require a follow-up by hotel staff face-to-face may be immediately addressed.

Since its inception in 2016, EDWARD has also improved efficiency throughout Edwardian Hotel London properties, with approximately 60 percent fewer phone calls requesting information now being made. It has resulted in Hosts’ time being freed up to focus on learning more about guests needs.

ENDS

For more information please contact: EHLMedia@edelman.com

About Edwardian Hotels London

Edwardian Hotels London is a privately-owned hotel group, which has been owning, operating, and developing an upscale and luxury hotel and hospitality portfolio since Jasminder Singh OBE began his career within the hospitality industry in 1977 – forming the beginnings of what would become Edwardian Hotels London. Today, Edwardian Hotels London owns and operates eleven Radisson Blu Edwardian London hotels in London and central Manchester, The May Fair Hotel and a collection of restaurant and bar brands including the [May Fair Kitchen](#), [Monmouth Kitchen](#) and [May Fair Bar](#), and is currently engaged in a major development in Leicester Square incorporating a luxury lifestyle hotel, restaurants, bars, spa and cinemas.

For more information visit our website at www.edwardian.com