

TIME Hotels partners with Neorcha to offer mobile and contactless services to guests

Neorcha successfully deploys its new performance-based App at all 11 TIME hotels in the Middle East

Dubai, XX January, 2021 — Leading hospitality solutions provider and SaaS (Software as a Service) company, [Neorcha](#), has partnered with Dubai-based [TIME Hotels](#) to launch its new performance-based App in the Middle East.

As a response to the rapidly growing demand for mobile, contactless self services in the hospitality industry, Neorcha introduced its new performance-based App in June - powered by Amazon Web Services (AWS) - featuring a wide range of services from free basic features to premium services including online check-in and check-out, QR code and mobile room keys, room controls as well as restaurant and spa bookings and integration capabilities with hotel loyalty schemes.

TIME Hotels is the first hotel group to introduce the new Neorcha App across its property portfolio. The deployment of additional mobile and contactless guest services is aligned with the Group's "Sanitised & Ready" protocol, launched in partnership with global leading hygiene solutions provider Diversey, to embrace the new normal as the hotels welcome guests after COVID-19 restrictions were eased over the summer.

By booking directly through the App, guests will benefit from preferred rates at TIME Hotels through the full integration with the company's CRS. Guests will be able to manage their booking, receive notifications for special offers, explore the hotel's facilities and services ahead of their stay, and check in online on their own mobile phone allowing for contactless arrival at the hotel. Once in-house, guests can access the hotel's digital service directory and restaurant menus through the App, allowing for seamless and contactless service during their stay. As part of the second phase of the project planned for roll-out early next year, mobile check-in at TIME Hotels will be further automated and

guests will have the option to use a mobile room key to access their room and opt to use the express check-out from their own smartphone.

Mr. Joseph Fayad, Corporate Director of Information Technology at TIME Hotels commented: “The implementation of innovative technology is crucial to our recovery post-COVID-19, and our future growth within the tourism industry. As pioneers of the tourism industry, we want to be early adopters of new technology. The partnership with Neorcha helps us achieve this and underscores our commitment to our guests by ensuring seamless interactions at every step of the customer journey.”

Through Neorcha’s new performance based App, hotels will have the opportunity to switch on their digital self services almost instantaneously by subscribing to the premium features they need based on tiered flexible pricing, with the opportunity to add more features whenever required.

Rogerl El Khoury, Managing Director and Founder of Neorcha, said: “We are delighted to welcome TIME Hotels as the first hospitality group to implement our new performance-based App, enabling its hotels to provide seamless and contactless self services to its guests as part of the group’s commitment to offer the highest safety standards.”

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About Neorcha

Neorcha is a SaaS (Software as a Service) Company providing hotels with fully integrated digital solutions with an utmost engaging customer journey. In a growing digital world our goal is to provide a complete digital guest journey, allowing hoteliers to communicate with their guests ‘pre-, during- and post-stay’, offer incentives through mobile, and increase loyalty and direct bookings.

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By acquiring an intimate understanding of both the industry's technological challenges and the guests uncompromising demands, we created Neorcha to design solutions that answer and link the digital and physical guest service environment.

For more information, please visit <https://neorcha.com/>

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