

## Hotel Éclat Beijing Unveils Velma, the ultimate AI inhospitality in Partnership with Quicktext

Beijing, June 27<sup>th</sup>, 2023 – Hotel Éclat Beijing, a renowned luxury boutique hotel, is excited to announce the launch of its latest innovation in guest services – Velma, the AI Hotel Chatbot, paving the way for a new era of digitalization. Developed in collaboration with Quicktext, the world-leading French company specializing in artificial intelligence and big data solutions for the hospitality industry, this groundbreaking artificial intelligence solution harnesses the power of big data to elevate guest experiences and spearhead Hotel Éclat Beijing's digitalization development.



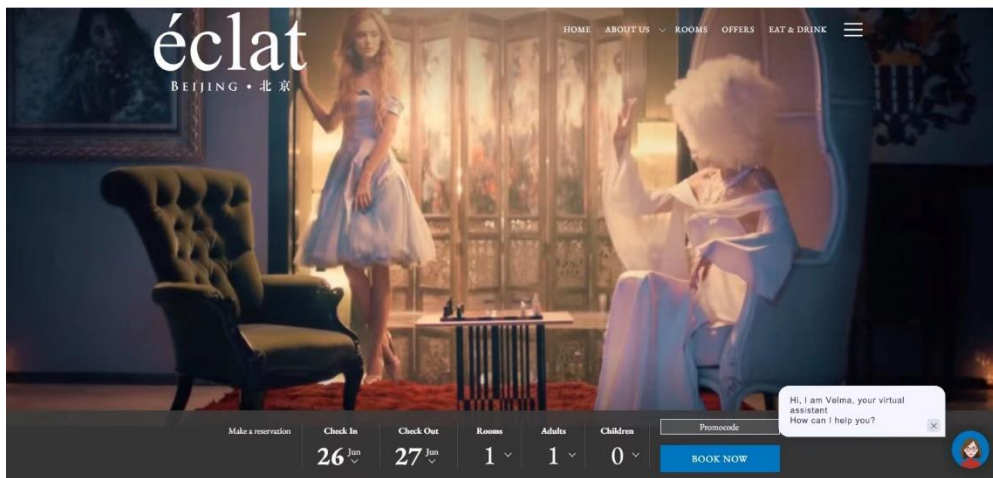
*Hotel Éclat Beijing Exterior*

Founded in 2017, Quicktext has established itself as a trailblazer in leveraging digital technologies to elevate customer engagement and satisfaction in the global hotel industry. With a strong emphasis on artificial intelligence and big data analytics, Quicktext has garnered recognition for its innovative solutions that empower hotels in 76 countries to optimize operations, streamline communication, and deliver superior guest experiences.

As the first partner hotel in China, Velma represents a significant milestone for Hotel Éclat Beijing as it embraces the cutting-edge technologies that are reshaping the hospitality industry. With this state-of-the-art AI chatbot, guests can now enjoy personalized, efficient, and seamless interactions throughout their stay, catering to their unique preferences and needs.

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## *Velma Virtual Assistant Presentation*

Equipped with advanced AI algorithms and natural language processing capabilities, Velma enables guests to effortlessly access a wide range of hotel services and information at their fingertips. Through the intellectually collected, processed, and generated data by the virtual assistant - Velma, the queries of customers can be captured promptly and efficiently. Whether it's making room reservations, checking availability, ordering in-room dining, requesting housekeeping services, enquiring Éclat Essentials, or seeking recommendations for local attractions and the latest events & exhibitions, Velma provides swift and accurate responses, ensuring an enhanced guest experience.

"We are thrilled to introduce Velma, the AI Hotel Chatbot as a testament to Hotel Éclat Beijing's dedication to providing our guests with unparalleled service," said Dany Lützel, General Manager of Hotel Éclat Beijing. "We pioneer to redefine the guest experience and set new standards for innovation and efficiency in the hospitality industry."

Hotel Éclat Beijing's partnership with Quicktext demonstrates a shared commitment to delivering exceptional guest service and staying at the forefront of technological advancements. By leveraging Quicktext's expertise, Hotel Éclat Beijing has seamlessly integrated this cutting-edge AI into its existing digital infrastructure, ensuring a seamless and user-friendly experience for guests.

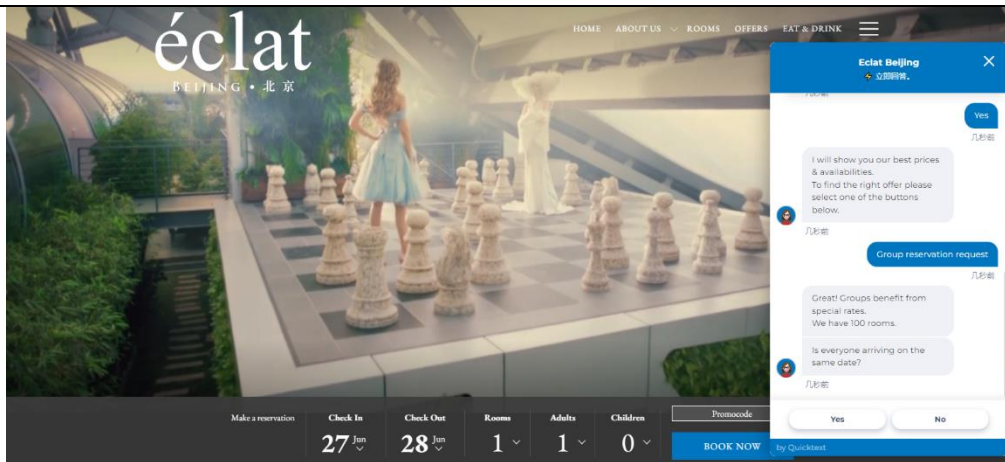


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中国北京市朝阳区东大桥路9号 北京侨福芳草地 100020  
Parkview Green, No.9, Dongdaqiao Road, Chaoyang District, Beijing, P.R.China 100020  
电话 Tel: 86-10-8561 2888 传真 Fax:86-10-8561 6700

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*Chat with Velma Virtual Assistant*

"Partnering with Hotel Éclat Beijing, a prestigious luxury hotel known for its exceptional service and commitment to excellence, is an honor for us," stated Daniel C. Doppler, President of Quicktext. "Velma is poised to revolutionize the guest experience, and we are confident that our collaboration will set new benchmarks in the hospitality industry."

With Velma, Hotel Éclat Beijing continues to demonstrate its commitment to embracing digital transformation and reimagining guest interactions. This new era of digitalization heralds a future where guests can engage with the hotel in a more personalized and convenient manner, allowing for a truly memorable "Art of Luxury, Luxury of Art" stay.

For more information about Hotel Éclat Beijing's AI and big data integration and its array of services, please visit the hotel's official website at [www.eclathotels.com/beijing](http://www.eclathotels.com/beijing) or contact the hotel directly at +86-10-8561-2888.

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## **About Hotel Éclat Beijing**

As part of the Hong Kong Parkview Group, Hotel Éclat Beijing with 100 rooms and suites offers a unique opportunity to experience world-class art while enjoying stylishly inviting accommodations, outstanding cuisine, intuitive yet non-intrusive guest services, and a spectacular Mall where you can shop till you drop - all within its unique architectural complex. With the signature 'Éclat Essentials' for guests to enjoy, Éclat re-defines the upscale hotel experience, bringing you the art of contemporary luxury and the luxury of contemporary art. Hotel Éclat Beijing is also a member of the exclusive *Small Luxury Hotels of the World™*.

## **About Quicktext**

Founded in 2017 by Daniel C. Doppler and Benjamin Devisme, Quicktext offers hotels revolutionary artificial intelligence, structured data, and big data solutions. It operates in the



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中国北京市朝阳区东大桥路9号 北京侨福芳草 100020

Parkview Green, No.9, Dongdaqiao Road, Chaoyang District, Beijing, P.R.China 100020

电话 Tel: 86-10-8561 2888 传真 Fax:86-10-8561 6700

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hospitality industry in more than 1600 hotels in 76 countries. In 2022, Quicktext (awarded in China , USA & Europe) provided more than \$301 million of booking requests to its clients and is 96% recommended by Hotel Tech Report, which evaluates the quality of hotel technology solutions worldwide.

## **About Parkview Green**

Parkview Green, the multi-use complex in which Hotel Éclat Beijing is situated, is also home to various high-level grade offices, luxury retail outlets, art galleries, and even state-of-the-art Cineplex. Parkview Green was the first integrated commercial project awarded the LEED Green Building Rating System Platinum Certification. The award-winning structure uses innovative environmental technologies resulting in energy use 50% lower than other buildings of similar size.

## **About Small Luxury Hotels of the World™**

Small Luxury Hotels of the World (SLH), the champion of small, luxury, independent hotels, has a collection of over 520 hotels in 80 countries. They are constantly on the road getting the first glimpse of the latest openings, game-changing hotel concepts and the most far-flung destinations.

## **Hotel Éclat Beijing Official WeChat Account**



### **Media Contact:**

Angel Deng  
Director of Marketing & Communications

[Angel.Deng@eclathotels.com](mailto:Angel.Deng@eclathotels.com)

Tel: (86)10 8561 2888 ext. 2825

Summer Wang  
Manager of Marketing & Communications

[Summer.Wang@eclathotels.com](mailto:Summer.Wang@eclathotels.com)

Tel: (86)10 8561 2888 ext. 2895

For more information, please visit: [www.eclathotels.com/beijing](http://www.eclathotels.com/beijing)



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中国北京市朝阳区东大桥路9号 北京侨福芳草地 100020  
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电话 Tel: 86-10-8561 2888 传真 Fax:86-10-8561 6700