

# < SELENTA > GROUP

## SELENTA GROUP ADOPTS THE LATEST TECHNOLOGY FOR ITS NEW CORPORATE OFFICES

The hotel company has adopted integrated telephony for computers and large-format touchscreens in its meeting rooms.

The new features will improve customer service and promote environmental sustainability and energy efficiency.



Image of the new offices of Selenta Group. **Vicugo Foto**

**Barcelona 03.01.2017.** State-of-the-art technology is a defining feature of the new corporate offices recently opened by **Selenta Group** in Barcelona. Located on Avinguda Diagonal, the business heart of the Catalan capital, the new headquarters incorporate the latest technologies to streamline the group's daily work. The group's offices feature technology including integrated computer telephony, touchscreen boards in meeting rooms that reduce the use of paper, an Outlook-integrated room bookings system, and a video conference system in the main rooms.

**Selenta Group** has long made it a priority to incorporate the newest technologies in its hotels and working locations. Access to the offices is controlled by biometric technology

(fingerprint recognition), such as the Suprema Biostar 2. This control system, based on an advanced verification algorithm, is one of the few FBI-certified systems and is extremely reliable. In addition, RFID technology regulates the control of access to offices, personnel files and departmental printers.

With these advances, **Selenta Group** improves its customer service at the same time as promoting environmental sustainability and energy efficiency. The group has become a paperless office, thanks to EHR (Electronic Health Records) measures, which promote minimalist furniture design (without drawers), a 50% reduction in the need for departmental printers and environmental awareness among employees.

With a Wi-Fi system that enables mobility and promotes the corporate work space aesthetics, the hotel company has also eliminated the use of the physical telephone, replacing it with the CISCO Jabber softphone. This has been installed in laptops and MacBooks connected by latest-generation CISCO Wi-Fi.

Another technology that is making daily activities easier in **Selenta Group** offices is the Evoko Room Manager room bookings system. Via small, elegant touchscreens, staff can reserve rooms, extend meetings, cancel a booking or report an incident. In addition, meeting rooms have been fitted with CISCO video conferencing equipment – allowing multi-point connections – and professional multi-touch screens that function without a computer and offer superior image accuracy and quality for dynamic, precise and high-speed presentations.

All of these features of the new Selenta Group corporate offices can also be found in its hotels, thanks to the group's continued investment in facilities renovations. A new way of working that aims to improve not only customer and partner services, but also the promotion of environmental sustainability through energy efficiency and the reduction of waste, something that is only possible through the use of new technologies.

## **A unique experience for customers**

The **Selenta Group** mission is to exceed customer expectations from the first moment, whether they are guests in one of its hotels, or customers in its restaurants. To achieve this, there must be a drive for excellence in the management of its holdings and processes. This is only possible with technological solutions that provide innovation and added value.

Founded in 1976, **Selenta Group** manages six hotel complexes in different Spanish cities: Expo Hotel Barcelona, Gran Hotel Torre Catalunya and Princesa Sofía Gran Hotel in the Catalan capital; Expo Hotel Valencia; Don Carlos Leisure Resort & Spa in Marbella; and Mare Nostrum Resort in Tenerife. The group boasts more than 2,900 rooms, which last year held nearly 300,000 guests, 70% of whom were international.

**Selenta Group** also include catering, whether in the form of direct culinary management or in the provision of its services to other companies in the industry. The group creates dining options that can be adapted to the space, location and necessities of each particular group of customers, with management models based on efficiency and profitability in processes and teams. The group also offers its facility services experience for the creation and management of wellness centres, facility maintenance services and

car park management, to other companies in the sector who seek an excellent service for their hotel or restaurant business, with top-quality results.

**Selenta Group** closed the previous financial year with sales of €131 million.

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