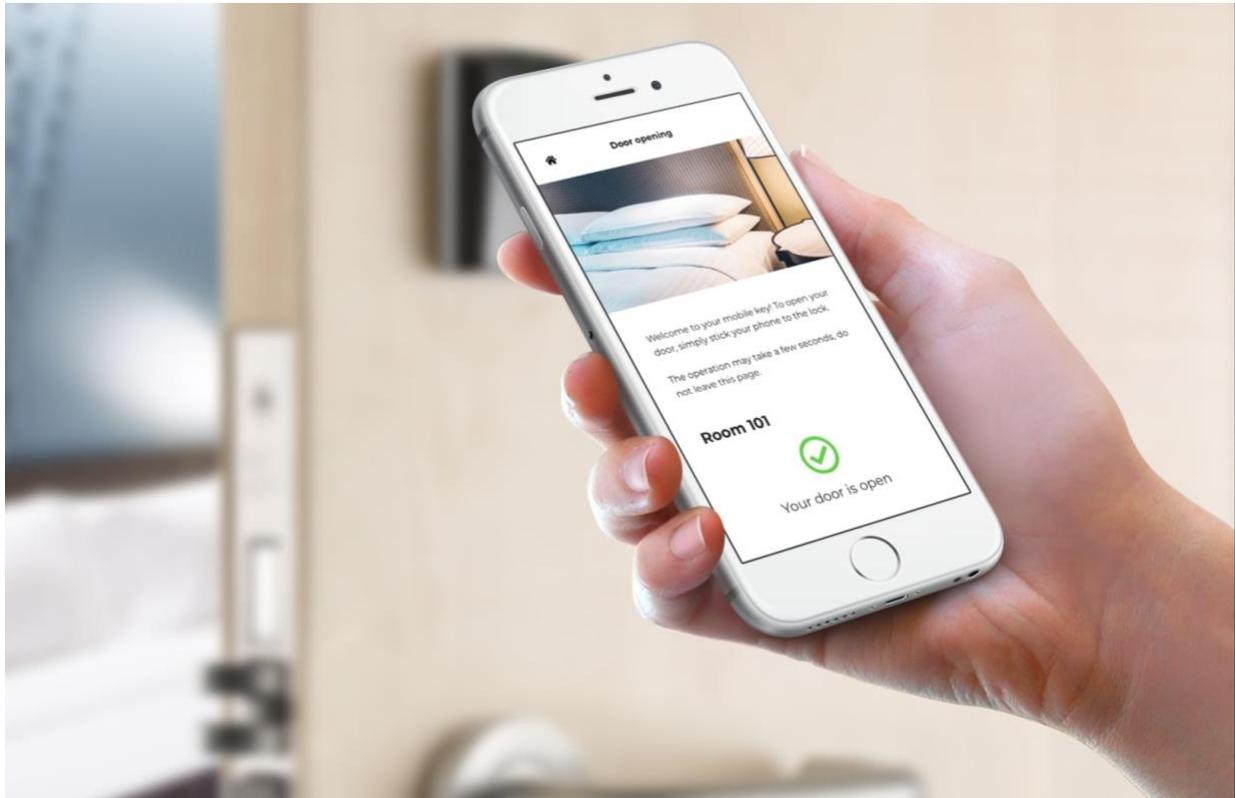


LoungeUp launches a mobile key to allow guests to open their hotel room with their smartphone

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LoungeUp, a guest relationship management platform for the hospitality industry, has developed a module for managing mobile keys, accessible on hotel guests' smartphones.

LoungeUp now enables hoteliers to offer a guest experience without the necessity of a physical room key. As well as reducing physical contact between the hotel team and guests and eliminating the problems associated with the management of magnetic passes, dematerialising the room key onto the mobile phone also makes the guest experience more fluid: on arrival, by facilitating access to the room, but also during the stay, by avoiding technical problems and the loss of cards.

This new module integrated into the mobile application is certified by the main manufacturers of electronic locks present on the hotel market: Assa-Abloy, Onity, Salto and also the French startup Sesame technology. Other manufacturers are in the process of certification and will soon be compatible.

This interface allows the guest to retrieve their key on their own mobile phone in a secure way, and to access it at any time with a single click, even when they are not connected to the internet. In terms of the overall guest experience, there is no need for the guest to use several different applications throughout their stay. In fact, ordering room service, chatting with reception, booking a table in the restaurant or a treatment at the hotel spa, visiting attractions and restaurants

recommended by the hotel, and now opening the room door can now all be done from a single application.

For the hotelier, there is no manual handling to be done each time a guest arrives; the guest retrieves their mobile key autonomously as soon as they are able to access their room. Beforehand, the hotelier can choose the room they allocate to the guest or, alternatively, a physical key card can be used should the guest request this. If the room number is changed by the hotelier, the mobile key is automatically updated. At the end of the stay, the mobile key is automatically deactivated at check-out.

Mathieu Pollet, CEO and co-founder of LoungeUp explains :

"The hotel's Guest Portal already meets a great number of guests' expectations such as being able to easily contact reception, find the information they need for their stay, or request services from the hotel or its partners. The integration of the room key onto the mobile phone adds to the digitised guest journey the important step of accessing their room, and offers a real contactless experience which is more fluid and highly personalised. This is a feature that is particularly suited to hotels with a very loyal clientele as well as to establishments offering mid-term stays".

Already implemented at a number of LoungeUp client establishments, including both independent and chain hotels, mobile keys are used to simplify the overall experience by providing access to the room, but also to the car park and the establishment's various buildings.

[Learn more about LoungeUp Mobile Key](#)

About LoungeUp

LoungeUp 
Guest Engagement Platform

LoungeUp is the leading European provider in Guest Relationship Management solutions in the hotel industry. LoungeUp is a guest relationship and internal operations management software for tourist accommodation providers. The solution is designed to simplify and personalise the guest experience, whilst facilitating operational work, and also increasing the establishment's revenues and guest knowledge. With 2550 establishments using our solution across almost 40 countries, LoungeUp is the leading European provider in Guest Relationship Management solutions and operations in the hotel industry.

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