



## **Cheval Collection adopts Criton's latest integration with RMS Cloud to offer mobile speedy check-in**

**London, 9th March 2020** - Luxury serviced apartment operator Cheval Collection now enables guests to speed up check-in with their smartphone. This is a result of the launch of an enhanced version of the Cheval mobile app this month, in collaboration with Criton's latest technology integrated with RMS Cloud property management software. Users will now be able to retrieve their booking confirmation in app and check-in on arrival.

In its commitment to offer the highest level of customer service and quality, Cheval Collection has adopted the second-generation mobile application from award-winning hospitality technology firm Criton to further boost direct revenue, enhance guest engagement and offer a more personalised guest experience.

The new Cheval App, which is now available on both the Apple and Google Play Stores, features a seamless integration with the RMS Cloud Property Management System, which was installed across the Cheval network late last year.

RMS Cloud technology enables Cheval Collection staff to manage all key admin and distribution functions through a single cloud-based platform, increasing productivity.

Cheval Collection launched its first mobile app using Criton's guest engagement technology in August 2018. Since then, the app has helped the luxury collection drive more digital guest engagement and increase direct and repeat bookings.

George Westwell, CEO of Cheval Collection, said:

*"Our guest experience is always of the utmost importance to us and we're delighted that with Criton's new technology we've built an app that is helping us support the entire guest journey."*

*"As we expand our portfolio of properties - with the recent addition of the newly refurbished Cheval Gloucester Park, Kensington - it's particularly beneficial for us to put our brand on our guests' phone and be able to show all our properties within one single platform guests can easily engage with."*

Julie Grieve, Founder and CEO of Criton, said:

*"As an early adopter of Criton's technology, it's fantastic to see how Cheval Collection has embraced new integrations to deliver a truly enhanced guest journey. From our 2019 research,*

*we know that nearly 60% of guests want to check-in via a mobile app. With large chains adopting this technology already, Criton's platform lets independents wholly compete with global brands.*

*At a time of ongoing change for the hospitality industry, using technology to increase in-stay spend and direct revenues is critical to help businesses overcome the challenges they face."*

Peter Ferris, Global Director Sales and Marketing. of RMS Cloud, said:

*"Mobile check-in is a non-negotiable for many travellers in 2020 and we're pleased to partner with Criton on this project. The Criton app offers a great range of functions that customers these days have come to expect"*

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**For more information please call or email:**

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### **About Cheval Collection**

Cheval Collection is an award-winning hospitality company specialising in high quality serviced apartments worldwide. The collection includes the Cheval Residences and Cheval Maison brands, as well as Cheval Partnership Sales, a one-stop service helping Cheval's clients book serviced apartments in cities around the world. Cheval Collection has extensive expertise and resource available to take on new projects, from inception to opening alongside support functions across the business, from technical services, operations and facilities management, to revenue and reservations, human resources and sales and marketing.

For further information about Cheval Collection, visit [www.chevalcollection.com](http://www.chevalcollection.com)

### **About Criton**

Criton is an award-winning technology provider which enables hotels and serviced apartment operators to digitise their guest information and wrap all-guest facing technology into a sophisticated mobile app for guests to use on their own phone. Criton helps hotels enhance the guest experience,

drive operational efficiency, and increase revenue and loyalty. Julie Grieve, Founder and CEO, secured £5m investment in November 2017.

Awards and recognitions:

- Criton featured in Skift's Top Travel Startups in 2019
- Criton won the Best Technology Provider at the 2018 Travolution Awards and was Highly Commended for Best Use of Mobile
- Criton won the Industry Breakthrough and Innovation Award at the ASAP Awards 2018
- Julie Grieve, Founder & CEO, won the prestigious HOSPACE 2017 Best Entrepreneur Award

Find out more at [www.criton.com](http://www.criton.com)

## **About RMS Cloud**

RMS Cloud is a leading supplier of booking, distribution and property management technology to the global accommodation industry. The RMS Cloud Property Management System is now used by more than 6100 properties in 43 countries. RMS Cloud has offices in the United Kingdom, North America, Singapore, China, India and the Middle East. It was founded more than 35 years ago and is based in Melbourne, Australia.