

Case Study The Savoy, London



ruarkaudio
Connected to Music

In 1989 along the North bank of the River Thames just steps away from the lively Covent Garden, The Savoy Hotel opened its doors becoming the very first luxury hotel.

Offering breath-taking views over the city of London, the Savoy Hotel has 267 luxury rooms and suites on offer, a selection of dining choices including Kaspar's at the Savoy, Savoy Grill and Simpson's in the Strand, whilst London's finest traditional afternoon tea is served in the heart of the hotel - The Thames Foyer.



In 2007 the Savoy Hotel underwent a £220 million refurbishment, a project that initially was scheduled to take 16 months and cost £100 million, but ended up taking 3 years and cost £220 million. The refurbishment included a number of structural changes such as moving the bathrooms in the riverside rooms from their positions alongside the outer wall to the corridor side of the rooms, in order to open up the river view for the guests. In 2010 the Savoy Hotel reopened its doors to the public and retained its former glory.

The brief

During the 2010 refurb, the Savoy Hotel decided on our R2i systems for all their bedrooms. R2i featured an apple iPod dock which was perfect at the time, but in 2015 the dock was no longer widely used and so The Savoy approached us again looking to

update their R2is. They required built in Bluetooth for flexibility and wanted the ability to limit the maximum volume output of the product. We were able to develop our own 'Hotel Software', for the R1 which limited the maximum output by 50%, limited the alarm to a once only alarm and created a rolling Bluetooth pairing list. So, in 2015 we supplied the Savoy with our R1 MK3 model with the new Hotel Software preinstalled for all of their guest rooms.

We asked Tim Clough, Director of IT for the Savoy Hotel what his main requirements were...

"When we searched for a high-quality radio for our guest bedrooms, we had specific criteria to fill. It had to be a very high quality, simple for our guests to use and above all, a British brand. There was one clear winner. Ruark Audio delivered in all areas and continues to impress with its latest models."

For more information please contact us: 01702 601410 · hospitality@ruark.co.uk

Ruark Audio, 59 Tailors Court, Temple Farm Industrial Estate, Southend on Sea, Essex SS2 5TH · ruarkaudio.com



Why Ruark?

Both the R2i and R1 MK3 are very stylish, classically British products, something the Savoy are renowned for. The Hotel Software for R1 MK3 was incredibly important for The Savoy as they did not want their guests to be disturbed during their stay.

We asked Tim why he thought Ruark was the right brand for the Savoy refurb...

‘Ruark Audio ticked all of the boxes, they are stylish, the quality is outstanding, and they are British!!

The outcome

Tim advised how the products have enhanced the hotel, and how they have been received by guests...

‘The products have been generally very well received, the look and the high quality finish really enhances our bedside tables.’

Overview

Hotel

- 267 bedrooms and suites
 - Historical influences
 - English edwardian or art deco style requirements
-

Requirements

- Hotel software
 - Volume control
 - Small product
 - British brand
-

Result

- Developed hotel software
- R2i implemented as part of refurb before changing to R1 Mk3 in 2015 to refresh