

# Travelodge Hotels

“A completely integrated system allowing hotel guests to watch movies and make phone calls with different *cash free* payment options.”



## background

As the UK's leading budget hotel chain, Travelodge were looking for ways to provide value added services to their clients on a 'pay per usage' basis. In this case these included both in-room movies and telephone calls.

## the challenge

To integrate both film and telephone technology so as to allow payments to be made either by entering credit card details using the standard TV remote control, or via a card phone.

## the CreditCall solution

In partnership with NEC Europe, a pilot scheme was established involving twenty Travelodge sites of varying sizes throughout the UK.

The 'proof of concept' was completed using multiple VCRs as the video service and payment for the film using the special CreditCall/ATL Telecom card phone.

The source and distribution of the film is now based on digital technology and this has allowed CreditCall to integrate both video and phone with their protected CardEase IP® technology.

*“The CreditCall system enables our customers to choose the services they require without adding additional costs onto their room rate for things they don't want.”*

Simon Gregory, Sales and Marketing Director, Travelodge



The CreditCall/ATL Telecom card phone has been the brand standard in-room telephone at Travelodge since 1998.



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