

# Case Study

## Scandic Hotels, Sweden



Scandic Victoria Tower

### Summary

The Nordic hotel chain Scandic Hotels implemented a program to make their hotels accessible to all kind of impaired guests. Among the 110 points, three were aiming at solving the problems for hearing impaired people. Through a close and long-lasting relationship with Univox, Scandic Hotels have equipped their hotels with CTC systems, P-Loop cases and SafeWake clocks. Guests can now use loop systems in the reception and conference rooms as well as wake up safely, even if the fire alarm goes off!

### Challenge

A newly appointed and ambitious handicap ambassador contacted us in 2004 with an idea of an alarm clock with built-in smoke alarm. This was the starting point that eventually led to the development of Univox SafeWake. During the work with SafeWake the discussions led to other situations where hearing impaired guests would have trouble hearing – at the reception desk and in the conference facilities.

### Solution

In 2005 all Scandic hotels in Sweden, Norway, Denmark and Finland were equipped with several SafeWake systems and one CTC loop system for the reception desk. In the summer of 2007 the same hotels received a Univox P-Loop portable loop system for their conference facilities. Later on also several Scandic hotels in Germany, Poland, The Netherlands and Belgium ordered the same equipment. New Scandic hotels are ever since equipped with the same "basic kit" according to an agreement with Scandic hotels.

The cross-the-counter system Univox CTC-121 is installed in the reception desk of each hotel. Scandic hotels have designed their own loop sign according to their graphical design requirements which is placed on top of the reception desk.

Another sign tells the guests there are Univox SafeWake systems to borrow in the reception while staying at Scandic. SafeWake works like an ordinary alarm clock with a vibration pillow but has also built-in emergency alarm indication as a specially developed feature. This secures a safe wake-up also in the event of fire and makes the stay at the Scandic hotel a safer one.



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As an additional resource, conference organizers can book the portable loop case Univox P-Loop at the reception desk. The loop system is easily set up in any room or space up to 150m<sup>2</sup> and features a pre-connected double wireless microphone system in the upper compartment of the case. An easy-to-use system that makes every meeting occasion truly accessible to hard-of-hearing people.

Although only three out of 110 points in their accessibility program was about hearing, Scandic Hotels have repeatedly made use of our hearing solutions when describing the program in their press releases... That, if anything, shows with which importance Scandic Hotels looks upon the needs of their hearing impaired guests.

## Conclusion

The largest hotel chain in the Nordic countries has managed to make the stay at any of their hotels productive, inclusive and safe, just by using three easy-to-use products from Univox. As hearing impaired people are sensitive in respect to how their impairment is received by the public, our inconspicuous solutions are used with great satisfaction by many hotel guests. After Scandic Hotels introduction of "the accessible hotel chain", several other hotel chains have contacted us. This has led to the delivery of especially SafeWake and CTC reception loop systems to two other hotel chains in Europe.

## Products used

Univox® SafeWake, alarm clock with vibrator and alarm indication

Univox® CTC-121, cross-the-counter loop system

Univox® P-Loop, portable loop case with double wireless microphones

## Responsible companies

Bo Edin AB for Sweden and other European countries

Gewa AS for Norway

Dansk Høreteknik for Denmark

Danalink OY for Finland

