



Aloft “Different by Design” brand excels with their passion for Live Music, Vibrant Design-Led Initiatives and Innovative New Technology that delivers what the next-generation travelers want now. Designed for global travelers, Aloft Kuala Lumpur Sentral offers comfortable loft-inspired rooms and a vibrant social scene, all in a modern tech-savvy environment.

Aloft places a strong emphasis on customer experience in their services and products through their guest loyalty program, which offers points for various benefits to ensure a pleasant stay for guests. Customer feedbacks are collected through an online survey questionnaire to measure the customer satisfaction scores. We speak to **Aloft’s Executive Housekeeper, Jeff Gan** on the hotel's latest partnership with Initial Hygiene Malaysia on how to be different.

## Different. By Design.

**“With the ever-changing demands from hotel guests and competition from other industry players, Aloft Kuala Lumpur Sentral differentiates itself by being vibrant, trendy and upbeat – from our lobby environment, multi-coloured thematic floors to our hotel staffs, who are encouraged to be trendy and different from the rest.”**

Initial Hygiene’s Signature range, offering 7 new distinctive colours for its washroom solutions, is specially designed for businesses that place emphasis on designs, aesthetics and multisensory experience. **“This new Signature Colour range matches Aloft’s concept and business focus in enhancing guest experience, up to the washrooms. It’s all about distinguishing the total user experience.”** The Signature colour range is installed in the common washrooms on each floor according to the individual colour themes and characteristics.

While complementing the ambience, these thematic washroom units also received positive feedback from both guests and staffs, citing bright and cheerful feeling towards user experience. Guests are also impressed with Initial Hygiene’s extensive washroom solutions, such as the Toilet Seat Cleaner provided in each cubicle. Aloft Kuala Lumpur Sentral truly offers global standard hospitality, even up to hygiene protection for guests!



The Experts in Hygiene  
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