

Radisson Blu Hotel on Golden Lane offers guests the ability to print from virtually anywhere



“We consider this an investment in customer service. It’s not all about price for customers: it’s about value and quality.”

—Francois Bouet, front office manager, Radisson Blu Royal Hotel

HP customer case study
HP ePrint technology provides guests with unparalleled access and convenience and additional value added service for the Radisson Blu Royal Hotel

Industry
Hospitality

Objective

Printing in hotels can be quite a hassle for guests and for the front desk. The Radisson Blu Royal Hotel wanted to offer its guests the ability to print wirelessly from any device

Approach

The Hotel worked with HP to deploy an HP ePrint solution that allows guests to securely print documents from their laptops, tablets or smartphones

IT improvements

- Users can print from any device, including tablets and smartphones which might lack a traditional USB connection needed for wired printing
- Guests simply send an email with an attachment to the printer’s unique email address and within minutes the documents will be printed and waiting at the hotel reception
- Users don’t need printer drivers to print, making the service simple to use
- It offers the hotel more security as guests do not need to physically attach a USB stick or device to the hotel’s network

Business benefits

- The HP ePrint solution now accounts for 25 per cent of all printing at the hotel
- Guest feedback has been positive, demonstrating the added value it offers
- The HP ePrint service has the potential to become revenue generating, adding to the hotel’s bottom line



Radisson Blu is the brand name for Radisson hotels outside the United States, including those in Europe, Africa and Asia. The company currently operates more than 230 hotels worldwide, with another 51 projects under development. Radisson Blu creates iconic buildings with individual interiors invoking an inviting, exciting ambiance and offering a holistic hospitality experience. Its flagship properties can be found in prime locations, including major cities, airport gateways and leisure destinations around the world.

Enabling new services for better customer experience

One of these flagship hotels can be found on Dublin’s Golden Lane. The Radisson Blu Royal Hotel is keen to stand out as an innovator and technological leader in the capital’s competitive accommodation and conference market. As a result it offers all guests, visitors and conference delegates free 20MB Wi-Fi yet continuously striving to provide new IT solutions to offer guests.

Customer solution at a glance

Application

HP ePrint Application

Mobile Printing

Hardware

- HP LaserJet Color Multifunction Printer (MFP) M175NW

Smartphone and tablet computers have been growing in popularity among business executives globally and the trend hadn't gone unnoticed at the Radisson Blu Royal Hotel where guests and conference delegates had been arriving in increasing numbers with these devices. In many cases, handheld units like these have no USB connection, so there was a clear opportunity to provide the convenience of allowing visitors to print without cables or physical connections to a nearby printer. The company turned to HP for advice on how to make this possible.

The HP ePrint Advantage

Installed in December 2011, the HP ePrint offering has become part of the Radisson Blu service to all guests and business customers. Located near the hotel's reception area, an HP LaserJet Color Multifunction Printer (MFP) M175NW, A4 format, has been assigned to handle all of the workload for the service. In the short time since its introduction, the HP ePrint system already accounts for more than 25 per cent of all customers printing at the Radisson Blu Royal Hotel. What's more, HP ePrint is designed to meet the needs of a broad group of users, as the service works with BlackBerry® smartphones, as well as iPhone® and Android® mobile devices.

"You have to stay ahead of the game. We're the first Radisson hotel in Ireland to have this and exclusivity is a selling point," explains Francois Bouet, front office manager, the Radisson Blu Royal Hotel. "We offer value and this provides a wow factor."

It's an instant service – customers print the document they need by simply sending an email or using their HP ePrint app directly from their smartphone or tablet. This means they can be en-route to the hotel in a taxi or on the rail system and their pages will be waiting for them when they arrive at the hotel.

Simplicity and security

A convenient feature of HP ePrint technology is that users don't need to worry about having the correct print drivers. The system works out all of that in the background, whether it's a Microsoft® Word document, an Excel spreadsheet, a PowerPoint presentation or an email and converts it without having to use drivers.

It's a more convenient option for both hotel and client, in addition to the time saved, guests are assured their data is confidential since hotel staff cannot read the emails which are sent directly to the printer. Emails are stored until retrieved and messages are deleted as soon as the print job is executed. From the hotel management's perspective, the risk of potential infection by a virus is removed because guests no longer need to physically attach memory sticks to the network.

Positive customer response

Since the service was launched, the top application for guests has been to use it for printing airline boarding passes prior to departing for their flights. Usage numbers are rising steadily and customer feedback has been extremely positive, with one guest calling the HP ePrint service 'a great tool'.

The Radisson Blu Royal Hotel intends to promote the service as part of its corporate marketing efforts. HP ePrint is currently pitched as a free value-added service for guests at the Radisson Blu Royal Hotel but in time, Bouet believes it could potentially become a revenue generator for the hotel – particularly for conference attendees who need to print last-minute changes to presentations.

"We consider this an investment in customer service. It's not all about price for customers: it's about value and quality," concludes Bouet. "We get a lot of technology conferences coming to our venue and HP ePrint is definitely a plus for closing a sale."

For more information

To read more about HP ePrint Application, go to hp.com/go/eprint

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