



Historic Hampton Inn & Suites Birmingham Downtown Tutwiler maintains a *progressive edge* with Mobile Guest Printing Services

“Everyone is traveling with a laptop these days. Why wouldn’t we want to offer an uncomplicated printing solution. It’s just simple.”

Bryan Groover
General Manager
**Hampton Inn & Suites
Tutwiler**
Birmingham, AL

Mobile printing a convenience for all guests; business and pleasure.

The Client

As a proud member of the Hilton family of hotels, Hampton Inn and Hampton Inn & Suites is the nation’s leading chain of quality, value-priced hotels with over 1,200 locations in North America. Hampton attracts repeat guest visits by adding value to their stay, including technology features such as free high speed Internet access in all rooms, and wireless internet access in the lobby and meeting rooms.

The Challenge

Guests need to print hard copy of their documents in a way that is simple and straightforward.

The management at the Hampton Inn & Suites Tutwiler in Birmingham, Alabama knows full well that their guests, especially business guests, have come to expect convenient features in their “home-away-from-home” at the Hampton. Most of their guests bring their laptop with them every time they travel.

The manager and staff and the Hampton Inn & Suites Tutwiler pride themselves on offering a positive and memorable experience for all of their guests. “Both guests staying here for business and pleasure need to print something,” says Bryan Groover, general manager of the Hampton Inn & Suites Tutwiler, “and it is in our best interest to keep it simple.”

Before the Hampton installed PrinterOn® PrintSpots®, when guests needed to print, it was very difficult. The guests spent a lot of time downloading the files they needed to print to a portable flash drive, if they had one, and then had to take it to the business center computer to connect and print. “A few times, I walked in on a guest trying to disconnect the business center computer, reconnect their personal laptop directly to the printer, only to still have compatibility issues!” remembers Groover.

The Solution

User-friendly printing capabilities.

To reduce the burden on staff trying to help guests connect to printers with their laptops, the Hampton Inn & Suites Tutwiler turned to PrinterOn®. With PrinterOn's mobile guest printing service, PrintSpots® Hospitality, users of the Hampton's Internet service have a simple way to print from their mobile handheld device or laptop without the need to install print drivers or other software to their personal laptops.

The unique, property-branded, printing service allows guests to print their documents, emails, attachments and web content securely from their Internet-enabled laptops or mobile handheld device. The print job can be sent from anywhere the guest has Internet access, including the comfort and privacy of the guest's room, meeting room or lobby to a printer the hotel. Guests simply select the document through the branded PrintsSpots website or forward their email and attachments to the email address of the printer and a random release code is emailed back to the guest. Their print job is securely released only with this release code on the PrinterOn keypad by the printer.

The PrinterOn Benefits for the Hampton Inn

"PrintSpots Hospitality has saved my staff and me a lot of time when it comes to helping our guests print." says Groover. "Helping one guest print a simple document would take at least ten minutes. Multiply that ten minutes by the close to 1,000 print jobs sent last year ... that's an entire month of 8 hour days that would have been spent helping guests print!"

"The key to the successful implementation of PrinterOn mobile printing solution is promotion." states Groover. "This is the most important factor. Every single guest room has a tent card on the desk, and guest instructions in the desk drawer. There are signs posted at the front desk and in the business center." notes Groover. "And the best part about it is I didn't have to create any of the guest awareness materials myself." PrinterOn supplies each property with complete line of individually branded, downloadable guest awareness materials.

"I promote mobile printing online in my amenities listing because I believe it is a very strong amenity to have." says Groover. "And I would absolutely recommend this service to anyone."



Location Profiled:
Hampton Inn & Suites,
Birmingham Downtown,
Tutwiler

Parent Company:
Hilton Corporation

Number of Rooms:
149-room property

URL:
www.hamptoninn.hilton.com



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PrinterOn specializes in mobile printing services. PrinterOn's PrintSpots® Hospitality Printing Service provides a customized Web-based printing service for in-room mobile, driverless printing and mobile printing for wireless handheld devices. The company's software solution supports all types of printers. PrinterOn is based in Kitchener, Ontario, Canada, and has been delivering award-winning document handling solutions for 20 years. For more information on PrinterOn, visit <http://www.printeron.com>

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