

Case Study: Dalmata Hotels



Laser multifunction printing fleet brings efficiency to hotel chain's customer experience

Introduction

Having consistent processes in place to handle documentation across a number of locations is a daily challenge facing the hospitality sector.

Many hotel chains manage operations from a centralised hub, so having uniform processes in every hotel is essential to running efficient businesses across countries and continents.

With employees undertaking varying tasks from printing, scanning, copying and faxing; a multi-function device saves space and makes processing guests' check-ins and payments a smooth, seamless and professional process – which contributes towards the customer experience.

To meet these requirements, Brother's multifunction laser printers were the chosen solution for hotel chain Dalmata Hospitality, which features 46 budget hotels.

Previously, the chain used different models from varying manufacturers across the hotels, which created inconsistent documentation. This also complicated the maintenance and support provided by the chain's centralised helpline, causing problems in an industry where a smooth customer experience is crucial.





Benefits

To make processes more efficient and to save staff time, single-function devices were replaced by a fleet of 46 multi-function colour laser machines - one per hotel - which are flexible, reliable and secure.

Brother's [MFC-L8900CDW](#) was introduced to the chain, a model which has print, scan, copy and fax functionality to comply with the diverse requirements of the hotel industry. The model offers advanced paper handling options to allow for additional paper trays to be added to the device which can expand, making the model suitable for varying hotel sizes.

Benoit Guinaudeau, Internal Auditor at Dalmata Hospitality, said: "The Brother device proposed perfectly met our needs, in particular in terms of value for money. The cost and size of the machine were key criteria influencing our choice as we wanted models that were adaptable depending on the capacity of our establishments".

MFC-L8900CDW

- Fast print speeds up to 31 ppm colour/mono
- Maximum paper input of 2,380 sheets
- Auto 2-sided printing
- 2-sided scan
- Integrated NFC card reader
- 12.6cm colour touchscreen

Solution

The devices were installed with Brother's Managed Print Service (MPS). The contractual solution is based on the customer's individual needs and provides transparency, stability and predictability.

Previously, it was difficult for the chain to manage printing volumes to reduce costs-per-page. It needed a versatile solution that provided value for money and would work effectively in both its larger and smaller hotels.

Through the solution, the chain can now view usage and running costs of all devices, providing complete visibility. The chain only pays for what its hotels print and not a flat monthly fee, meaning the smaller hotels are not penalised for printing fewer pages.





Mr Guinaudeau said: “Now, with electronic document management, the prospect of having obsolete equipment is incompatible with the smooth running of a business which, in addition, is a service company such as ours. That’s why we brought in Brother”.

Brother’s MPS not only monitors print volume, it automatically orders and delivers supplies as and when required with no involvement from the customer. Support is available for customers throughout their user experience, reflecting the print and technology specialist’s “At your side” business motto. Mr Guinaudeau added: “The other point that was a deciding factor is that Brother has centralised support management at a national level, which is much simpler for us in terms of monitoring in order to best manage all of our fleet”.

“I am confident that the benefits of installing this equipment will very soon be visible in terms of costs, maintenance and service quality”.



CONTACT US

For more information on this case study or to find out more, contact the Brother Commercial Team today:

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