



Case Study

Red Carnation Hotels Blossom with Thinix Services

Well known for its luxurious and unique hotels, Red Carnation has blossomed in the hospitality industry over the past 100 years. Red Carnations headquarters are located in the Mayfair district in the west end of London. They proudly own 20 exceptional properties worldwide, including Dorset, Ireland, Guernsey, Edinburgh, South Africa, and more.

Each location has its own individual uniqueness while adhering to the shared values held by Red Carnation. The Red Carnation is named after the founder's husband, Beatrice Tollman, who always wore the flower. If you enter any hotel, you will find the team members all wearing a red carnation symbolizing passion, commitment, and care.

THE
RED CARNATION
HOTEL COLLECTION



The Challenge

One thing that sets Red Carnation hotels apart in the wide hospitality industry is that they offer an experience, not just a place to stay. No request is too large, and no detail is too small for this family-run business, and they put their customers' experience at the highest priority.



To enhance their customer's experience, Red Carnation wanted to upgrade their PC and Kiosk software to increase customer satisfaction. They wanted computer access for guests that utilized software to allow customers to stay connected, productive, and informed while ensuring user privacy and reliable technology.

The Red Carnations Requirements

1. Cost-effective PC upgrade
2. Secure technology that protects customer information
3. High-quality support with a timely response

The Solution

Our Thinix team recognized Red Carnations' respect and care for their customers and identified a solution that would enable them to continue this care while also meeting their requirements. The team introduced our Thinix Retrofit PCs and Kiosks Software to Red Carnation, which is cost-effective and easy to use. This software is a unique solution that allows customers like Red Carnation to install Thinix's kiosk and business center software onto their existing PC hardware. This is a cost-friendly and simple solution that saves money by utilizing existing hardware and making operations more efficient with new software. Our Retrofit software also includes built-in military-grade security which is key to protecting guests' virtual footprint and privacy.

The Implementation

After determining the correct course and software needed, Thinix engineers began the quick and easy implementation of Thinix Retrofit. After a few keystrokes from the Red Carnation team, our technicians took over and completed the installation. The implementation process is designed to be simple for non-technical users, making it a great option for Red Carnation.

The Results

After implementing the Thinix Retrofit software, the management in Red Carnation received positive customer feedback due to their experience with the technology. The new support and cost-effective upgrades resulted in customers' safe and effective access points. In addition, due to their new ability to rely on our technology, the Red Carnation team can invest their time and energy into other areas of the guest experience. All in all, providing the best experience for their customers possible.

