



# Expanding Customer Satisfaction

## How Thinix Retrofit™ Program Helps Drive Guest Satisfaction With Industry-Leading Business Center PCs & Boarding Pass Print Stations

Located in the heart of downtown, Hyatt Regency of Denver, Colorado is easy to access and offers an incredible selection of arts, entertainment, and prime attractions. This Colorado Convention Center Hotel features modern and inviting accommodations, personalized service, and an extensive array of amenities, making guests' stay productive and fun.

With the notion that more than half of guests read online reviews before booking lodging accommodations, Hyatt Regency of Denver strives to exceed guest satisfaction by offering high-demand amenities such as guest-use lobby PCs. In today's hospitality industry, both leisure and business travelers rely on secure devices to stay connected during their stay. As a way to quickly adapt to guest needs, Hyatt Regency of Denver wanted to refresh a fleet of guest-use PCs to be more efficient and user-friendly.

Desiring both a cost-effective upgrade and better support, Michael Parnell, Senior IT Manager, teamed up with Thinix to interface three brand new business centers and Thinix Retrofit™ to refresh three business center PC's (themed as boarding pass print stations).

### PC Upgrade Requirements:

1. Seamless transition for system upgrade.
2. More affordable PCs without sacrificing system quality.
3. Higher-quality support with a timely response.
4. Secure and simple interface for guests to use.

### The Solution

Thinix determined that Hyatt Regency of Denver was a great candidate for a simple and hassle-free upgrade via Thinix Retrofit™. Engineers worked closely with Parnell to remotely upgrade their existing PCs to the secure Boarding Pass Print Station platform. No new hardware was needed to get the same great features and benefits of a traditional all-in-one PC. Thinix also provided Hyatt with three new state-of-the-art Business Center PCs with a complimentary branded interface and built-in security.

## The Implementation

By using Thinix proprietary software (Thinix Retrofit™), Parnell was able to deploy their upgrade in a matter of hours and saved big on upgrade costs! Because the upgrade is simple and can be deployed quickly, there was no service interruption for guests. “The retrofitted PCs now operate twice as fast and the reboot times are noticeably faster,” remarked Michael Parnell, Senior IT Manager.

Additionally, Parnell noted that the property’s three new Business Center PCs are both user-friendly and attractively interfaced. “I was pleasantly surprised with branding. I did not have to send any media for the theme set up but was happy that our branding matched the Hyatt standards without needing a second or third look.” Bundled with the PC upgrade was Thinix GuestFirst™ Support, which allows Thinix to proactively and remotely apply PC updates, patches, and diagnose any issues quickly. With an exceptional guest experience enhanced by effortless, hospitality-focused technology Hyatt continues to focus on keeping guests satisfied, connected, and coming back.



## The Results

Since upgrading to Thinix in September, Hyatt has not received a single complaint about the systems and notes that guests seem generally pleased with the user-friendly software. With three Thinix Boarding Pass Print Stations, guests can now securely check-in to their flights through airlines’ official websites, and print boarding passes directly from the convenience of Hyatt’s property. The interactive design features international, national, and regional or local airlines that operate at the Denver airport. With effortless access to check flights, print passes, and bypass check-in counters, guests are spending more time enjoying the amenities of Hyatt Regency of Denver.

Due to new support and a cost-effective upgrade, Hyatt Regency of Denver better invests their time in other areas of guest needs. While Thinix technology has provided a more secure, cost-effective guest PC option, at the end of the day, it all comes down to customer support and service. Thinix GuestFirst Support remains at the heart of the customer experience for all technology partners and Senior IT Manager, Michael Parnell, has taken notice. With ongoing updates, patches, and support that is built into the system, Parnell can also rest easy, knowing the business center PCs and boarding pass print stations are secure for guests at all times.

