Case Study

Putting Guests First

Thinix Retrofit™ Rejuvenates Guest-Use PCs for Holiday Inn Express

Holiday Inn Express (HIE) of Sumter, South Carolina prides itself on a seamless guest experience and a keen eye for detail. With warm hospitality and plenty of added guest amenities, this Holiday Inn Express is complete with an indoor heated pool, fitness room, hot breakfast bar, free guest WiFi, and lobby business center PCs. Nevertheless, with a desire to go the extra mile, Holiday Inn Express of Sumter looks to improve guest experience further, wherever possible.

In today's hospitality industry, both leisure and business travelers rely on business center PCs to stay connected during their stay. Although the demand for a reliable business center PC was high, so was HIE's cost for their existing support contract. Desiring both a cost-effective upgrade and better support, Craig Justice, Senior HIE Management, teamed up with Thinix to empower guests with reliable business center PCs again.

Business Center PC Requirements

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

The Solution

With the notion that more than half of guests read online reviews before booking lodging accommodations, Holiday Inn Express of Sumter needed a strong technology partner to support their guests' expectations. Thinix determined that HIE was a great candidate for a simple and hassle-free upgrade via Thinix Retrofit™. Engineers worked closely with Holiday Inn Express of Sumter to remotely upgrade their existing PCs to the secure Thinix PC platform. No new hardware was needed to get the same great features and benefits of a traditional all-in-one Thinix Business Center PC.

The Implementation

By using Thinix proprietary software (Thinix Retrofit), HIE 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. HIE was able to save upwards of 50% more by upgrading with Thinix rather than replacing their entire business center PC systems.

Additionally, Justice noted that PC support was paramount to the success of the upgrade. 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 HIE can continue to focus on keeping guests satisfied, connected, and coming back.

The Results

Since upgrading to Thinix in March of 2017, Holiday Inn Express of Sumter has received great guest reviews regarding the new business center PCs. Justice notes that he has had no issues with the hardware or software and that he loves how simple and easy it is to use. "I've noticed that guests love it too! The kiosk software is great, and the layout is easy to navigate."

Due to new support and a cost-effective upgrade, Holiday Inn Express of Sumter can better invest their time in other areas of guest needs. While Thinix technology has provided a more secure, cost-effective guest PC option for HIE, 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 Management, Craig Justice, has taken notice.

"Thinix tech support is beyond reproach. Anytime I've ever had to call in a problem, the issue is resolved before I can give it a second thought. Or anytime I've had to leave a message, I know that I won't have to wait long to receive a response." With ongoing updates, patches, and support that is built into the system, Justice can also rest easy, knowing the business centers are secure for guests at all times.

Holiday Inn Express of Sumter has already noticed upwards of 50% contract savings since making the switch to Thinix. With the help of Thinix, Elite Hotel Group, (which manages HIE of Sumter), continues to experience solid growth and brand success. Elite Hotel Group has been so pleased with the positive results at the Holiday Inn Express location, that they've already implemented two business center PCs in another one of their properties — Spring Hill Suites of Sumter, South Carolina — where management has continued to see positive results. Craig said that Elite Hotel Group is in the process of expanding yet another hotel property and he can't wait to work with Thinix again in the future stating, "I won't have to go shopping. I know who to call."