

Best practices and the Relentless Pursuit of the Perfect Customer Experience.

UNIGUEST HAS SERVED CUSTOMERS IN THE HOSPITALITY INDUSTRY AROUND THE GLOBE FOR MORE THAN 30 YEARS WITH FULLY MANAGED AND SUPPORTED SOLUTIONS.

It takes vision and experience

Uniguest is in The Relentless Pursuit of the Perfect Customer Experience. Everything we do is focused on this — from secure technology development to streamlining operations, simplifying activations, and providing expert technical support around the clock from our headquarters in Nashville.

We are a single-source provider of innovative public-facing solutions that are simple, secure, and reliable, which makes it easy for hoteliers, casinos, and adjacent markets, to stay relevant among their increasingly tech-savvy guests and visitors. The capabilities of our in-house technical support organization are available to you and your front desk staff, as well as the end-users of our products — your guests and visitors.

Our experiences, including feedback from our valued customers like you, continue to be codified into best practices and expert guidance. A snapshot of our Pay-Per-Use (PPU) learnings is listed below. Please reach out to a PPU specialist on our sales team for details, and to learn about other best practices.

Pay-Per-Use Best Practices

TOPIC: Characteristics of a PPU kiosk solution

- » A secure kiosk that charges its users to access software and make prints. Options for Pay-Per-Use or Hybrid (part pay/part free) will help you generate the most revenue and drive guest satisfaction.
- » Multiple kiosks and printers are recommended to ensure continuous availability at properties with very high traffic.
- » Properties with a Property Management System and the ability to Bill to Room can significantly increase the amount of revenue generated from a PPU kiosk. Results have shown revenue increases of 50-200%.
- » Hardwired Ethernet connections are significantly more reliable than Wi-Fi connections.
- » Internet content filtering is a must-have to prevent complaints stemming from the display of inappropriate content.
- » Spare printer toner cartridges are always on-hand (order two sets of toner at a time).
- » Toll free technical support is available to guests and visitors 24/7/365. Some properties choose to have a dedicated customer support phone with one-touch dialing next to each PPU kiosk.
- » Printed signage, placed near the PPU kiosk, states usage and print rates, and basic instructions.

TOPIC: Loss prevention

- » **Finding:** Minimize or prevent theft of your PPU kiosk by placing it in a highly visible area, and securing it.
- » **Guidance:** Avoid placing a PPU kiosk near a backdoor exit. Kiosks should be located in a highly visible area and fastened to a large piece of furniture or wall stud with a security lock. In addition, USB Port Locks and Cable Guards can secure a keyboard and mouse to the kiosk, and they can prevent key logger devices from being installed.

TOPIC: Location, location, location

- » **Finding:** A customer's hotel location is just as important as where a PPU kiosk is located on-property.
- » **Guidance:** Large, premier properties in or near convention centers in major metropolitan cities are ideal candidates for PPU solutions. However, smaller properties have proven to capitalize on other factors such as universities and points of interest in their local community. When deciding where to locate a PPU kiosk on your property, the best results occur in high traffic areas that are highly visible and accessible 24/7/365 to guests and visitors.

TOPIC: Charging for access and printing

- » **Finding:** Pricing for computer usage and prints varies by hotel location, much like the price of a Heineken from the hotel bar is higher in a major market location and lower in a smaller market location.
- » **Guidance:** Consider charging what guests and visitors pay for a Heineken at your hotel bar, or what your competitors are charging for a similar technology service. Charge this amount for every 15 minutes of computer usage, or use it to help establish your minimum and per-minute rate. Do not be shy about charging for prints, or about raising rates. Customers are typically charged nearly \$1 for a black & white print and nearly \$2 for a color print, but rates can be changed to capitalize on the demand. Evaluate rates every quarter and talk to Uniguest about adjustments that can increase your revenue share.