

Customer Profile



Set amidst 27 acres of tropical lawns and gardens, fronting the best and most exclusive stretch of Ka'anapali Beach, the Royal Lahaina Resort is a truly unique Hawaiian Resort.

The resort's natural beauty, traditional Hawaiian ambiance, and dedication to Five-Star service offer a timeless, simple and subtle elegance, and provide for the ultimate in relaxation and tranquility.

Industry

Field Service – Hospitality

Region

Americas

Royal Lahaina offers a customer-friendly and efficient check-in process

The Challenge

Maui's Royal Lahaina Resort, as do most hotels and resorts, struggles with the inefficiency of the existing guest check-in process. Guests, when arriving at the resort, would often stand in long lines at the front desk and wait to check-in before starting their vacation. The Royal Lahaina Resort took on the challenge of improving their guest check-in process.

The Solution

In late 2006, the Royal Lahaina Resort discussed its check-in procedures with US wireless telecoms provider, Sprint. Together, they looked at several potential solutions. Since the hotel still needed to obtain a 'wet' signature on its registration forms, pen and paper was the best fit. For this reason, Royal Lahaina began to explore the possibility of using digital pen and paper. The solution selected by the Royal Lahaina Resort made the guest check-in process more efficient. The Royal Lahaina guest uses a digital pen to fill out a registration form. The ExpeData® Digital Writing Platform accurately captures the handwritten registration information and signature and wirelessly uploads it into the Royal Lahaina reservation system, providing the same information previously captured at the front desk. The solution is the result of successful teamwork between: digital writing platform provider ExpeData, US wireless telecoms provider Sprint, credit card processor Aircharge, and of course, the Royal Lahaina Resort.

The Results

ExpeData, LLC

ExpeData® is the global leader in enterprise digital writing and the first company to build a platform designed to meet the needs of Fortune 100 and Global 2000 companies. The ExpeData Digital Writing Platform is a complete package with the features and functions needed to implement digital writing.

When a guest arrives, their car is parked by the valet, their luggage is placed on the bell cart and a Bellmen and Guest Service Agent take the guest to their room. Upon entering their room the keys are handed to the guest. The guest verifies and signs the registration form with a digital pen, a credit card is swiped in the room and the guests are checked-in and able to immediately begin enjoying their stay – all without entering the lobby or standing in lines. In some cases, guests have actually checked-in at the airport, in the limousine on the way to the resort, or at the golf course before their tee-off. The extra time it takes to go and greet guests at the location of their choice is considered time well spent. According to Melody Jones, Regional Director, the flexible service is not only greatly appreciated by visitors, but makes the staff's day more varied and interesting. The overall result is an increase in productivity. The Royal Lahaina finds their guests appreciate the extremely efficient and customer friendly check-in process.

“The project started in December of 2006 when we first were exposed to the ExpeData Digital Writing Platform. We immediately saw the potential of this natural way of collecting information and turning it into useful data. The guests are impressed with the efficiency and the interesting application of the ExpeData pen and paper. We are planning to extend the service to our sister properties and to extend to guests staying in the main hotel building.”

Melody Jones, Regional Director



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