

Mobile printing solutions enhance airline customer service

Ricoh's unique embedded HotSpot wireless printing solution has enabled one of the largest US airlines to offer enhanced amenities to business travellers in its private lounges.

By placing Ricoh HotSpot printers in their airport-based private lounges, the airline offers customers the ability to print easily and securely from their own laptops or other personal mobile devices, whether waiting in the lounge or en route to the airport!

The Challenge

Over and above providing safe and dependable air travel, the airline offers additional services to help make travellers more comfortable, and provide maximum convenience during their journey; encouraging repeat business.

The airline was already providing numerous amenities for business travellers in its lounges, including high speed internet access, WiFi, work stations, and copier and fax services; however printing was only available via lounge computers. In its drive to position itself to business travellers as the technology innovator, this leading airline decided that – since it provided WiFi access – it should also provide mobile printing.

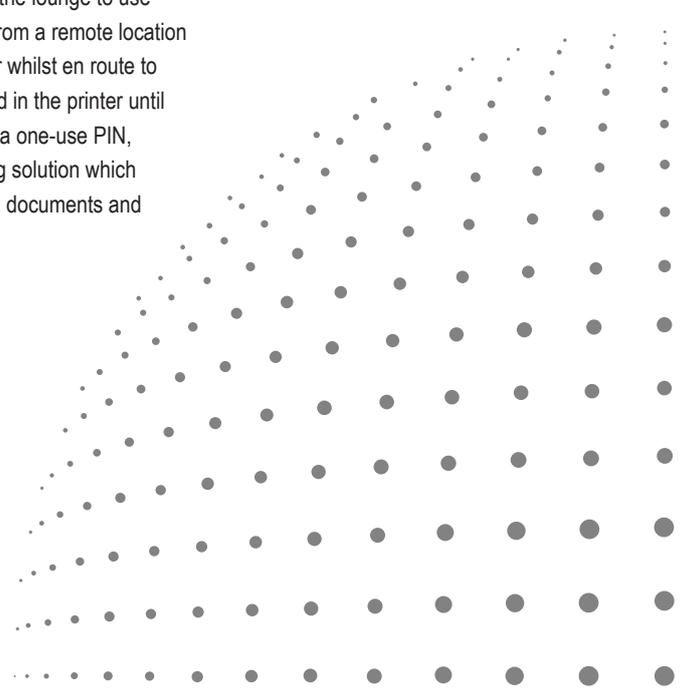
The solution had to offer secure printing from a range of mobile devices and needed to be simple for travellers to use.

As the airline operates an environmental initiative, paper-saving through duplex printing was also an important consideration.

Delivering the Solution

Ricoh's HotSpot printing technology, was rolled out to all the domestic locations, following a period of testing and pilots, to provide secure and easy mobile printing for the lounge members.

As the industry's first and only mobile printing solution integrated and embedded inside a desktop printer, Ricoh's HotSpot printing removed difficulties for customers in connecting their own devices to the printing network. The solution eliminates the need for users to download and install drivers or additional software. From a handheld PDA, internet-enabled phone or laptop, any document or email message can be printed by simply forwarding the email to the address displayed on the printer or uploading via a dedicated printer website. Customers can also choose to print attachments even if they cannot be opened on the device. Users don't have to be in the lounge to use the system but can print from a remote location such as home or office, or whilst en route to the airport. Prints are held in the printer until released by the user with a one-use PIN, providing a secure printing solution which also eliminates unclaimed documents and reduces paper waste.





- Easy for members to print without support from IT
- Secure printing from personal smart phones or laptops
- Satisfying green initiative requirements
- Potentially generating additional revenue

Customer Benefits

Ricoh's HotSpot technology has enabled the airline to add flexibility to print and by making it more convenient for members to use their own PDA's or laptops, lounge PCs are freed-up. Plus, because Hotspot printers are not dedicated to wireless printing, it can also be used as a normal network printer.

The programme has also proven to be exceptionally economical – so much so that the airline foresees additional revenue being generated from travellers with a long wait between flights who could purchase day passes to take advantage of the new technology in their lounge.

The speed and efficiency with which the system operates enables users to print memos, sales reports, contracts, spreadsheets, proposals and any other time-critical documents, while they are waiting for their flight.

About the Customer

One of the largest US airlines serving 250 cities in over 40 countries.

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