The Challenge
Radisson Blu, a subsidiary of the Rezidor Hotel Group that operates more than 230 hotels worldwide and more than 51 projects, has always set its sights on aggressive growth targets and becoming one of the globe's best providers in the specialized field of hospitality. Following this global strategy, Radisson Blu Alexandria has been dedicated to continual improvement since its opening in 2008 and to offering state-of-the-art accommodations and event spaces. The hotel’s staff is well-versed in providing the highest standards in customer care and satisfaction.

To ensure that their goals are met, Radisson Blu Alexandria wanted to find a way to improve the hotel’s documents production capabilities along with sharing them among employees more easily as well as record day-to-day activities that involve staff and customer data alike. All hotel operations must run smoothly, even for behind-the-scenes departments such as accounting and administration. The hotel also wanted to implement processes that boosted productivity and reduced printing and copying costs to remain competitive in Egypt’s bustling tourism industry.

The Solution
Xerox Egypt team of experts, alongside its premium partner Digitec, developed a custom plan for Radisson Blu under Xerox’s patented Managed Print Services. The plan included a streamlined system which allowed administrative employees, accountants and managers to print, scan and copy any document at the highest quality settings in several sizes ranging from A4, A3 and larger and easily sharing these documents with others. The new system implemented by Xerox, supported Radisson Blu in saving resources as well as more efficiently managing its output device fleet. It reduced the cost of consumables including ink, and cut down on waste.

Xerox and Digitec’s highly trained managed print services experts assisted Radisson Blu staff in creating digital versions of hardcopy files and implementing a new archiving scheme so the documents could be accessed effortlessly, without compromising on security.

The hotel benefited highly from the digital process which linked all departments, facilitating everyday operations as well as document retrieval, accessing important data and keeping essential customer records, signatures, cards and so much more in a central database.

Real Talk With Radisson Blu
“We were one of the first hotels that actively sought ways to run our business responsibly and mitigate negative effects on the environment while still meeting our goals of being cost efficient and ensuring customer satisfaction at every opportunity. Xerox was the perfect business partner to help us achieve our vision and commitment to safe environmental practices at the highest possible standards, which we pride ourselves on at Radisson Blu.”

- Dalia Amer, General Manager of Radisson Blu Alexandria.

The Result
The user-friendly nature of the new system and record-fast project execution allowed Radisson Blu employees to begin implementing and managing the new processes across the board immediately, which have had numerous positive effects, including:

- Improved document and data management
- Reduced operations costs involved with financial data
- Reduced time spent managing documents
- Enhanced data sharing, access and retrieval
- Assured commitment to environmental protection; one of the main values of Radisson Blu

Xerox and Radisson Blu plan to team up again to search for ways of ensuring customer satisfaction by working smarter and investing in innovation.

About Radisson Blu
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About Xerox Egypt
A subsidiary of Xerox Corporation operating in Egypt since 1978. With sales approaching $23 billion, Xerox Corporation is the world’s leading enterprise for business process and document management. Its technology, expertise and services enable workplaces – from small businesses to large global enterprises – to simplify the way work gets done so they operate more effectively and focus more on what matters most: their real business. Headquartered in Norwalk, Conn., Xerox offers business process outsourcing and IT outsourcing services, including data processing, healthcare solutions, HR benefits management, finance support, transportation solutions, and customer relationship management services for commercial and government organizations worldwide. The company also provides extensive leading-edge document technology, services, software and genuine Xerox supplies for graphic communication and office printing environments of any size. The 140,000 people of Xerox serve clients in more than 160 countries.