

Case Study

# Hotel check-ins

*Premium  
experiences*

A premium hotel check-in experience  
using interactive pen displays

NINE TREE  
PREMIER HOTEL MYEONGDONG II



WACOM® for Business

## Nine Tree Premier Hotel Myeongdong II

### *At a Glance*

#### INDUSTRY

- Hospitality: Premium service business hotel
- Situated in the Myeongdong district of Seoul, South Korea
- Part of the Parnas Hotel Co. Ltd group of hotels which also owns and operates the Grand Intercontinental Seoul Parnas and Intercontinental Seoul Coex

#### WORKFLOW

- Front desk hotel check-in and other guest services

#### CHALLENGES

- Need to differentiate on premium experience and convenience in a competitive market
- Integration of modern technology with daily operations
- Expensive and time-consuming processing and storage of paper documents

#### SOLUTION

- Wacom Interactive Pen Displays
- Integration of pen displays with an advanced reservation and room management software solution from Cody

#### OUTCOME

- Consolidation of multiple front desk processes executed via Wacom pen displays
- Accelerated check-in process
- Enhanced, interactive and convenient customer services
- Secure capture of guest signature and personal data
- Elimination of paper document management and storage, saving time and money

*"With the introduction of the Wacom Interactive Pen Displays, we've streamlined paper work at the front desk and reduced the hassle of storing paper documents. By allowing us to speed up the check-in/checkout process at the front desk in two easy steps, we can devote more time to our customers, thus helping improve our communication with them."*

Kim Ho-Gyeong, General Manager, Nine Tree Premier Hotel Myeongdong II

## More human *More digital*

Seoul's Myeongdong district is one of the most sought after areas for travelers to stay when they visit the city. Due to its proximity to the main offices of major companies, it draws scores of business travelers, and many large hotels have opened in the area in recent years. To succeed in this competitive environment, Nine Tree Premier Hotel Myeongdong II positions itself around providing "premium service" based on "smart systems."

#### Challenge

In order to really "walk the talk" when it comes to providing superior front desk service, the hotel's management wanted to ensure a modern, efficient and ultra-convenient customer experience, which should not involve processing and storing paper documents.

#### Solution

The Nine Tree Premier Hotel Myeongdong II hotel selected Wacom pen displays to be installed at the hotel's front desk. Paper forms were replaced with electronic equivalents, which can be signed and annotated directly by the customer on the screen using the digital pen supplied with every Wacom device.

## Implementation

In addition to capturing and recording guest information during check in, the Wacom interactive pen displays are also used to show photos of guest rooms, explain hotel services, and provide a map for sightseeing, as well as facilitating Internet searches. The pen displays have also been integrated with an advanced reservation and room management software solution from Cody, to speed up the hotel's other operational processes.



## Outcome

The ability to manage all of the hotel's major front desk processes via the Wacom pen displays has taken customer convenience to an all new level. Procedures and services such as booking, exchange-rate information, hotel room descriptions, room check-in and checkout are all powered through the pen displays. No paper is needed. The customer's signature and personal information are also securely digitized, improving data protection.

"With the introduction of the Wacom interactive pen displays, we've streamlined paper work at the front desk and reduced the hassle of storing paper documents," said General Manager, Kim Ho-Gyeong. She added, "It's more than just an electronic document system. By allowing us to speed up the check-in/checkout process at the front desk in two easy steps, we can devote more time to guests, thus helping improve our communication with them. It's not just about reducing operating cost, it also enhances the overall convenience of our services for customers."



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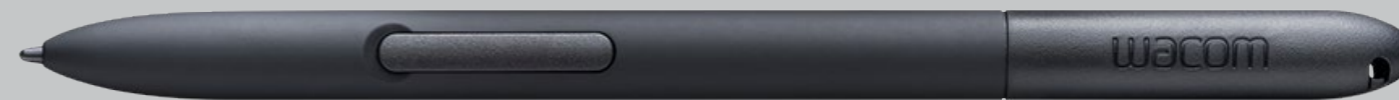
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