



Winner of the BEST PRACTICES AWARD

Hotel Employees Get Quick Ordering Access to Materials

Campaign Summary

Objectives:

- Provide an easy-to-use, comprehensive marketing resource for all DoubleTree Properties
- Give access to employees from all areas of the hotel
- Reduce turnaround time for printed materials
- Ensure brand management guidelines are met consistently

Results:

- 100% adoption rate by 200+ DoubleTree properties
- Usage by a wide variety of employees within each property
- Fulfillment times reduced from 14 business days to 2 business days
- All graphic standards are met 100% of the time

The DoubleTree Hotel chain is comprised of 200 hotel properties throughout the world. For an organization with so many properties, efficiently managing the production of printed materials is an important business goal.

The challenge for DoubleTree was that their current system was cumbersome and time consuming for properties to get the materials they needed. For example, to order property-specific materials, users would need to log into an outdated form-filling portal. Printed materials found on the portal were subject to a pricey transaction fee and took a minimum of 14 days to fulfill. For items not found on the portal, a property had to complete one of 20 different forms and spreadsheets and fax them to one of a dozen individual vendors.

DoubleTree envisioned more than just an upgrade of their current system. They wanted a new portal that could provide a comprehensive marketing resource and make it easier for properties to customize and order all the materials they need.

The DOT 2.0 Revolution

DoubleTree asked Pageflex customers MSP and eIntegrity to build and deliver a robust toolkit solution. The new toolkit, called DOT 2.0, was built using WordPress and Pageflex Storefront.

DOT 2.0 is fully accessible to employees from all areas of DoubleTree properties – sales, housekeeping, food and beverage, front desk, and general management. The WordPress portion of the site features





DoubleTree Case Study

information on DoubleTree's marketing, including such topics as public relations, brand promotions and national advertising.

The Pageflex Storefront portion of DOT 2.0 includes all of the materials hotels can order for their properties organized by category. For instance, the "On Property Materials" category includes such items as door hangers, menus, key cards, conservation cards, stationery, TV channel guides, etc. In all, there are literally hundreds of items available. Some items are static and others are customizable. While each item has its own price and fulfillment vendor, the user can conveniently order everything from one central place.

Easy Customization and Ordering

Using Pageflex Storefront, items are easy to customize and easy to order. Take for example an event manager in San Francisco that needs a Fact Sheet. She selects the Fact Sheet from the customizable templates, then chooses photography from the integrated digital asset library, and high-res versions of her property logo.

Images can easily be moved and cropped inside the template window using an intuitive custom widget. This widget gives users who have not had experience with graphic design an easy-to-use, yet powerful way of ensuring their images are correctly cropped and work within their document.

To customize the Fact Sheet text, she can use suggested copy or create her own. The templates created in Pageflex dynamically flex depending on how much copy is used. Users can see their changes in real-time and can make adjustments as needed.

Once she has completed a document, a PDF is generated for approval. She then puts her completed work in a shopping cart and it is sent automatically for brand approval and then fulfillment. Once an item is created, it can easily be re-ordered by any user at the property.

In every step of the process, users have access to a help window with links to online chat for customer support.

Increased Use, Decreased Production Times

DOT 2.0 has become a one-stop shop for all DoubleTree brand information and materials. It now contains more than 250 items, with more being added each day. The solution has been adopted by 100% of the properties and is being used by a wide variety of employees at each property. To date, orders for nearly 5,000 items have been placed.

Production times have drastically decreased with turnaround times dropping from two weeks to two days. Properties are no longer required to pay a fee or order larger minimum quantities.

DoubleTree expects that the system will serve more than 300 properties worldwide by the end of the year.

“Our properties needed new everything – from business cards and menus to signage and apparel. Providing a tool that allowed them to easily customize templates, and order everything they need all in one place, was huge.”

Evanthia Aldrich
Senior Manager, Brand Identity and Hotel Resources
DoubleTree by Hilton

To learn more about Pageflex and our complete range of products, contact us at sales@pageflex.com or by calling 800.551.0549 or +1 617.520.8600.