



case study

The UPS Store®

Las Vegas Flamingo Bets on The UPS Store®

Though it was Las Vegas's original hotel and casino, today the Flamingo Las Vegas bears little resemblance to the 77-room establishment that opened in 1946. In fact, the operations of the 3,600-room resort are now so large and complex that the Flamingo turned to The UPS Store to streamline the difficult task of managing and tracking the hundreds of documents, faxes and packages that arrive every day for guests and hotel departments.

Client Challenge

In addition to the 3,600 rooms and suites, the Flamingo boasts 73,000 square feet of banquet and meeting space, a Caribbean-style casino with 70 gaming tables, and a 15-acre water park and wildlife habitat. Obviously much more than a hotel and casino, the Flamingo is a true resort that hosts not only hundreds of thousands of tourists every year but also conventions and conferences that make up a critical part of the hotel's business.

Being such a popular destination, with an occupancy rate of more than 95 percent, the Flamingo's in-house business center was inundated with mail, faxes and packages. Operated by two contract employees in the sublevel of the hotel, the limited technology of the facility meant that most of the parcel and document management was manual, increasing the possibility of lost, mishandled or undeliverable papers and packages.

The existing facility with its lack of efficient technology would require a large investment by the hotel to not only update the look but also the service. Though parcel and document management was certainly beneficial to guests, it would not be a revenue generator, and therefore would bring no financial return on the hotel's investment.

As guests became increasingly dissatisfied with the reliability and quality of the service, however, the Flamingo's management recognized they were gambling with a large part of their business. Understanding that bad experiences with such a vital service could risk future room and convention bookings, the Flamingo decided to place its bet on a long-term relationship with a professional business services provider, The UPS Store.

The Flamingo

Hotel Business Center/
Guest Parcel Management

GEOGRAPHIC AREA SERVED

Las Vegas, Nevada

CHALLENGE

Differentiate the hotel from other properties with a quality business center providing exceptional customer service that improves operational efficiency while reducing costs

SOLUTION

The UPS Store®, a professional business center offering packaging and shipping services using state-of-the-art technology, as well as complete postal, digital printing and parcel/fax management

RESULTS

- Competitive advantage in a crowded landscape
- Satisfied customers equal satisfied guests
- Seamless parcel management
- Relieves employees from handling non-hotel issues



The UPS Store Solution

The UPS Store, a franchise brand of Mail Boxes Etc., Inc., a UPS company and the world's largest franchisor of retail shipping, postal and business service centers, offers a full range of packaging, shipping and receiving services. In addition, The UPS Store provides a wide array of copying, finishing and digital printing services, including binding, laminating and collating, as well as mailbox and postal services, faxing, notary services and office supplies.

Based on a customized analysis of the Flamingo's challenges, The UPS Store developed a plan to relieve management's concerns and rigorously address guests' needs. First, the business center was relocated to a new, more easily accessible storefront near other retailers and the Monorail station at the Flamingo hotel. Second, integration with hotel departments and services, such as the front desk, catering/conventions and room charges, was implemented to streamline customer-facing processes. Then the latest technology was put into place in the state-of-the-art facility to automate document and parcel management.

These critical elements, along with dedicated shelf space and labeling per deliverable, have dramatically increased the accuracy and speed of guest notification and package/fax delivery. All arriving parcels are now available for pickup by 1 p.m. Upon request, an earlier pickup or a delivery can be arranged for urgent shipments. And via the front desk, guests have 24-hour access to packages and faxes.

Conference and convention sponsors also have realized that The UPS Store is the reliable destination for their meeting materials. They can submit their electronic documents for printing at The UPS Store, or their collateral and displays can be shipped early and held, then delivered to banquet or meeting rooms, and finally shipped home again, all from one convenient location. An Internet link implemented on the Flamingo website also gives guests the opportunity to send documents from their hotel rooms directly to The UPS Store to print, allowing for last-minute production on site.

The Results

The superior services offered by The UPS Store, combined with the inherent trust that goes along with the UPS brand name, has seen a 400 percent increase in volume at the business center as guest confidence has soared. "There has been a shared vision of 'total guest satisfaction' while providing the convenience and brand recognition that UPS offers," said Jay Franken, Vice President of Hotel Operations. In addition, The UPS Store revenue-sharing plan has provided the hotel with a new source of income to go along with the new satisfaction of its guests.

Relieving the hotel of the burden — and the hotel employees of the stress — of handling a service that was not a core competency of its operations has made it possible for the Flamingo to deliver the same high-quality service to its business center patrons as it does to its guests. In fact, since opening in January 2005, The UPS Store has processed a large amount of parcels and documents per day without mishandling or losing a single one. Try to get those odds anywhere else in Las Vegas.

The UPS Store®

THE UPS STORE SITE REQUIREMENTS

- Hotel with a minimum of 500 rooms with 70 percent occupancy rate
- Location with internal and external entrances preferred
- Minimum 500 sq. ft. floor space plus package storage room

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— Jay Franken
Vice President of Hotel Operations



For more information please contact us 1.858.455.8800
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Visit us at theupsstore.com

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