

How a premier resort and golf club **improved business center operations** while **supplying reliable print, copy, scan services** throughout the resort.

Innisbrook Resort and Golf Club is renowned as one of the country's premier clubs. Aside from 485 guest rooms and 65,000 square feet of conference facilities, Innisbrook boasts four championship golf courses and proudly hosts the PGA Tour Valspar Championship every March. Visitors come from around the world to experience the service quality that Innisbrook is known for.

An essential part of Innisbrook golf course and resort operations is the business center, which supports print, scan, and copy needs for both internal employees and guests. In the interest of reducing costs, improving service, and replacing unreliable machines, business center leadership decided to switch to ClearView Business Solutions.



INNISBROOK RESORT AND GOLF CLUB

- **Located on 900 acres of rolling hills and 70 acres of lakes on the Central Florida coast**
- **4 championship golf courses**
- **Host of annual PGA Tour Valspar Championship**
- **485 guest rooms and suites, 65,000 square feet of conference facilities, and the famous Salamander Spa**

CHALLENGES

Unreliable equipment and inadequate service response times diminish the customer experience and drive cost

At Innisbrook, internal employees across all departments depend on reliable print, scan, and copy services to sustain efficient day-to-day resort operations. Between the golf courses and the resort itself, demand for print is high, and any inefficiencies are quickly magnified. Two years ago, the Director of Finance noticed shortcomings in a few key areas that were impacting cost.

Frequent service disruptions

Poor service response time

Frustrated employees and guests

Equipment breakdowns due to dated equipment, first and foremost, were creating frequent service disruptions. These disruptions, in turn, created employee frustration and even guest complaints. When service was required, the previous print, scan, and copy vendor was consistently slow to send field technicians. Proactive customer service, such as refreshing supplies in advance to prevent service disruptions, was non-existent. All three of these issues were contributing to ballooning costs in the business center. The Director of Finance decided to make a change.

SOLUTION

A reliable vendor capable of efficiently managing print services across the entire resort

That was two years ago. Since then, ClearView Business Solutions has managed the business center at Innisbrook Resort. ClearView machines are now used daily to print, scan, copy, and fax across all departments, including Sales, Human Resources, Accounting, Guest Services, and the Pro Shop. The same goes for any self-service printing centers in guest buildings. Finally, ClearView oversees all the specialty print materials needed to support the many tournaments, special events, and galas hosted at Innisbrook throughout the year.

OUTCOMES

At the outset, ClearView updated print, scan, and copy equipment across the entire resort. New, reliable, high-speed printers mean far less downtime—if any—creating efficiency gains in print-heavy departments such as finance, HR, and accounting.

Now, when service is needed, ClearView sends a field technician within an hour on average, and proactively replaces ink and toner at exactly the right time. Rather than drive cost and create frustration, ClearView now ensures that Innisbrook employees and guests are able to get high quality in-house marketing materials on time, every time.

❑ Significant cost reduction

❑ Service response within the hour

❑ Improved employee efficiency

Finally, and perhaps most importantly, the feedback from guests has been consistently positive. The convenience, dependability, and ease of use make a big difference for the many guests that need the ability to do business while traveling. This helps to strengthen and maintain the strong reputation that Innisbrook has as a world-class resort.

ABOUT CLEARVIEW

ClearView Business Solutions specializes in document-based technology solutions. Companies from around the country turn to ClearView to improve document workflow, document compliance, and copier/printer budgeting needs through creative solutions. Learn more about ClearView.

"My top priority is to always control cost, quality, and consistency. Our print, scan, and copy vendor is a big part of this."

Mark Odom

Director of Finance, Innisbrook Resort and Golf Club