



MEASI INSTITUTE OF MANAGEMENT CHENNAI-14

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CASE STUDIES

PMF10 – Services Marketing

Case Study Number	1
Level of Teaching	L2
Program Outcomes Covered	PO1, PO2, PO4, PO5, PO6, PO7
Course Outcome Covered	C310.5

1.LEMON TREE – Case Study

The need for the hospitality industry to raise the level of security at their properties has gone up significantly. Recognizing this, Lemon Tree Hotels amplified the existing security measures at their upscale hotel, Lemon Tree Premier, Delhi Airport, New Delhi, by adopting NEC's top-end face recognition solution which can help hospitality businesses deliver a more secure and elevated guest experience. Situated in the upcoming Aerocity Hospitality District, in close proximity to the international airport, Lemon Tree Premier needed to have a top-end surveillance and security system.

The sheer number of people visiting any hospitality property during the day makes it very tough for the security personnel to keep tabs on everyone. Thus the surveillance of the 10-storey, 81-room Lemon Tree Premier was recognized as a significant challenge as it was difficult to track all that was happening throughout the property. Another challenge was to identify the solution that would be the best fit with the detailed mandate and prescribed guidelines provided by Indian security agencies. Additionally, the hi-tech face recognition solution required the hotel to invest in upgrading the existing IT infrastructure. Both the IT and the Security teams had to rapidly move up the learning curve, in order to suitably test, deploy and man the solution.

Lemon Tree Premier, Delhi Airport needed a solution that helped identify faces throughout the property with high accuracy and auto generated alerts. Stated Rahul Pandit, President & Executive Director, The Lemon Tree Hotel Company, "Being the 3rd largest hotel chain in India, by owned and operated rooms, safety and security of guests has always been paramount to us. At Lemon Tree Premier, Delhi Airport, our flagship hotel it was thus essential that we adopted a solution that would merge innovative and path breaking technology with accuracy and consistency, but most importantly met the stringent guidelines defined by the Indian Security agencies." NEC's face recognition solution is designed to capture fast and accurate facial images from LIVE CCTV camera over a standard IP network and undertake matching the captured faces to the database at the backend in real time. The greatest advantage of the solution lies in the fact that the hotel staff need not disturb the guests in order to verify their identity since it captures facial images from a distance.



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Describing the project in detail, Project Head, NEC India said, "We were asked for a security system that would let the hotel staff identify a visitor even before he entered the hotel. This required us to engage deeply with the hotel security team to not just understand their exact requirements, but also conduct numerous Proofs of Concept (POCs) to demonstrate the value proposition of our face recognition solution". "The strength of NEC's face recognition technology, NeoFace, lies in its tolerance of poor quality images. With high tolerance for low quality, highly compressed surveillance videos and images, including web images, the system has the capability to register and generate match results for the control of both 'black-list' and 'white-list' images using digital photographs. The captured face is compared to all facial templates in the database, irrespective of any attempts by the person to conceal identity via the usage of caps, hats, glasses or slightest change in the facial hair," added the project head. "This helps determine whether the person is blacklisted or a welcomed VIP customer for the particular facility."

"Also, the hotel management is very interested in exploring the 'white-list' management that notifies the staff to the presence of a VIP customer and thus enables them to offer exclusive access or privileges to the guests as a part of enhanced customer service. As a result, every time the guest approaches the front desk, the staff will get a pop-up with the details of the guest, which will enable them to greet the customer by name and provide appropriate services."

Analyse the case and suggest your strategies for the best customer relationship management.

Case Study Number	2
Level of Teaching	L2
Program Outcomes Covered	PO1, PO2, PO4, PO5, PO6, PO7
Course Outcome Covered	C310.3

2. Customized DTP Clothing: Case Analysis

Customized DTP clothing service is drawing much attention, and solutions for copyright issues were analyzed in this study using actual cases. Subjects of the analysis include service methods, user interfaces for the user-edited screens, and pictures used for printing. Among the DTP being serviced, five cases with clear distinctions have been selected for the analysis in order of introduction: My T, Snap T, Design U, Printing Factory, and Adidas. Among these, My T, Snap T, and Printing Factory are mainly selling T-shirts, so they can be regarded as products that originated from IT companies or printing factories instead of being clothing brands. Design U is a service provided by contemporary Korean traditional clothing brand TS, and Adidas is originally one of the clothing brands. In this aspect, the T-shirt business is often run by nonclothing brand firms, and the



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requirement or level of difficulty of production pertaining to the design of their clothes is quite low. Their interests lie in the files that they need to print. If a DTP service has to be provided for complexly designed clothes like women's clothing, the level of production difficulty will be high, and higher understanding of their design is required.

The DTP mentioned in the case analysis refers to digital textile printing, a method which replaces the conventional dyeing method and saves the time required for cutting patterns so that this method is quite suitable for the modern customized services. The user interface allows convenient communications with the system the user wish to select, aiming to reach the level of communication the customer desires.

Also, from the perspective of recently developing information communication and design technologies, the user interface is an interactive space for the various types of computer-based equipment. Operating the surrounding products in our everyday lives is a normal phenomenon in the environment created between products and user. For instance, the user just needs to use the hardware or the software of the vehicle he/she owns through the embedded user interface even if he/she does not know how it works or what is the principle of it.

A good user interface design makes it easier for the people to operate the products they encounter in their everyday environment. The design includes not only arranging the composition of a computer/similar device's screen or the elements of hardware operation in a convenient way but also includes all the designs of the things the user experiences with the products.

Moreover, since the people who will be providing such service should have a high degree of understanding of the design and form, the work is much different from simply concentrating on the printing files. Although there are many more services utilizing DTP printing, these five services have been selected because they offer customer-participating editing screens.

Analyse the Marketing strategies for the company through DTP Printing.