

Fujifilm's GetPix **Quick** Hits Home with College Students.

GetPix Quick Case Study: **Brigham Young University-Hawaii**



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The Challenge: To meet the ongoing demand to print high quality photos for students, quickly and with limited staff.

Brigham Young University–Hawaii (BYUH), on the island of Oahu, has one of the most beautiful campuses imaginable. Surrounded by foothills and azure skies, and dotted with exotic, colorful flowers, no setting could be more stunning. But for BYUH students, there is still no place like home.

The university's student population of 3,000 hails from some 70+ countries across the globe—and many of them like to adorn their dorm room walls with photos of their families and friends back home.

"Printing photos to hang on their fridge or the wall next to their bed helps students stay connected to home," said Tati Pane'e, Print Services Assistant at Priority Prints. "The photos become part of their living environment and not just something they search for in their phones."

With the nearest Walmart about an hour away, students rely on The Campus Store and Priority Prints at BYUH for everything from textbooks to T-shirts as well as all of their printing needs. But keeping up with the demand for high quality photo prints was a challenge for Pane'e and her small team of four part-time student employees at Priority Prints.

During any average eight-hour shift, at least ten customers would want to print out photos, says Pane'e. The first hurdle was explaining the store's limited technological capability to customers — essentially, providing a quality disclaimer.

"We're not a photo lab," said Pane'e. "So we could only print on regular high-speed copier machines, but they don't produce the photo quality that students were hoping for."

The second hurdle was keeping pace with the volume of requests. With just a handful of staffers, printing photos—and sometimes hand-cutting them according to customer specifications—was eating up stafftime and taking them away from other necessary tasks.

The Solution: Students print photos quickly, easily and independently with Fujifilm's GetPix Quick Kiosk.

Priority Prints needed a solution that would not only print higher quality photos, but also free up valuable employee time. That's when Pane'e learned about Fujifilm's GetPix Quick Kiosk, a solution focused on easy photo printing from smartphones or online.

The small footprint kiosk and ASK-300 printer lets customers print photos directly from their smartphones—something that made a lot of sense to Pane'e. With a minimal investment, Priority Prints installed a Fujifilm GetPix Quick

Kiosk near the service counter, and little by little the word spread.

"Students like the fact that they can print directly from their phone," said Pane'e. "It's a huge advantage because this generation grew up using their phones for everything."

Now students don't have to wait for a staff member to assist them. They go directly to the GetPix Quick Kiosk, select the photos from their smartphones and print them out—all at a price point that students can afford.

GetPix Quick even provides a link with a code to let students upload the photos they plan to print before they get to Priority Prints—making the entire process fast, easy and super efficient. And, GetPix Quick lets users crop photos, so every image looks great before it gets printed.

Best of all, the Fujifilm ASK-300 printer delivers exceptional, high-resolution prints—something Priority Prints simply couldn't provide in the past.

Results & Next Steps: Increased foot traffic, less demand on staff, and happier customers.

Fujifilm's GetPix Quick Kiosk has been up and running in Priority Prints for six months now, and Pane'e says it's been a good solution for her needs as well as her customers.

For starters, photo printing now demands far fewer human resources—so her team can tackle other important tasks.

"GetPix Quick eliminated many of the time-consuming things we used to do like printing on copier machines and hand-cutting photos," said Pane'e. "Now, we just let the printer run and students access it on their own and walk away in minutes with ready-to-go photos."

Another benefit, says Pane'e, is that students linger longer in the store. As their photos print out, they inquire about other merchandise. GetPix Quick has generated new customers, too, as buzz about the kiosk spread across campus. Pane'e anticipates steady growth as more people learn about GetPix Quick.

Best of all, says Pane'e, customers are happy with GetPix Quick. The students are pleased with the quality, price and accessibility. She has also noticed many repeat customers; once they give GetPix Quick a try, they keep coming back.

GetPix Quick is filling an important need for students at Brigham Young University–Hawaii.

"It doesn't matter if they're from South Dakota, South Africa or the south of France, they all want to print photos of home," said Pane'e.

Thanks to GetPix Quick, Priority Prints is now much better equipped to do so. And students are a little less homesick.