

“This partnership with Xerox allowed us to provide our customers with services in an innovative, simple, streamlined and secure way, which is unique within the air operations worldwide.”

—Luiz Da Gama Mór, Member of the Board, TAP



The Challenge

TAP, the world's foremost airline between Europe and Brazil, was looking for a way to improve the quality of service for its demanding business customers. Many of these travelers were trying to be as productive as possible before boarding their flights, yet were hampered when it came to printing, as this typically required documents to be on a USB thumb drive and entailed long waits at the printer. Seeing that this customer base was constantly pressed for time, TAP wanted to allow its traveling professionals the simplicity of printing from any of their mobile devices, hassle-free.

The Solution

TAP called on the Xerox team to deliver a simple, convenient and secure way for travelers to print business documents from their mobile devices. By installing a Xerox multifunction printer and the Xerox® Mobile Print Solution in the Premium Lounge of the Lisbon Airport, TAP enabled business professionals to be as productive as they would be in their own offices while waiting to board their planes.

Real Results

- “We are helping professionals be more productive in their daily work while they are mobile.”
- Eliminated extra software, thumb drives or added tools previously necessary for passengers to print.
- Eliminated the need to rely on airline staff for printing help.
- Significantly improved security for confidential business documents.

“The Xerox® Mobile Print Solution has helped us improve our services in the business area and enabled our airline to stand apart from the competition. It’s a service that professionals are truly interested in and enjoy.”

—Luiz Da Gama Mór, Member of the Board, TAP



Taking Quality Service to New Heights

TAP, whose hub is in Lisbon, has been flying families and individual travelers throughout Africa, North America and South America since 1945. Luiz Da Gama Mór notes, “Currently, TAP handles over 76 destinations and is responsible for more than nine million passengers annually. Of these nine million passengers, many are business professionals traveling to and from work sites.”

With so many of its customers consisting of businesspeople, the TAP marketing team knew it was important to provide above-average service—both in the air and on the ground—that would cater to these professionals. One way to improve its service for business travelers was to capitalize on innovative technologies, specifically mobile printing technology. As it currently stood, printing typically required documents to be on a USB thumb drive and entailed long waits at the printer, which caused passenger frustration. TAP looked to Xerox to answer the call.

A Rising Level of Satisfaction

Xerox took to the task immediately, installing a Xerox® WorkCentre® Multifunction Printer in TAP’s Premium Lounge at the Lisbon Airport and easily enabling the Xerox® Mobile Print Solution. From the first day of installation, business travelers with access to the lounge enjoyed simple, convenient and secure printing right from their mobile devices.

About Xerox. With sales approaching \$23 billion, Xerox Corporation (NYSE: XRX) is the world’s leading enterprise for business process and document management. Its technology, expertise and services enable workplaces—from small businesses to large global enterprises—to simplify the way work gets done so they operate more effectively and focus more on what matters most: their real business. Headquartered in Norwalk, Connecticut, Xerox offers business process outsourcing and IT outsourcing services, including data processing, healthcare solutions, HR benefits management, finance support and customer relationship management services for commercial and government organizations worldwide. For more information, visit www.xerox.com.

“Whether it’s printing emails, presentations or any work document for that matter, our customers have the freedom to print from their mobile devices, stress free.”

Now one of the worst parts of traveling—waiting for your flight—is one of TAP’s strongest appeals, because its business travelers can be more productive and less worried about their work before boarding the plane.

A Different Way

By making it just as easy to print documents at the airport as it is to print at the office, the Xerox® Mobile Print Solution gave TAP’s business professionals the peace of mind they were looking for.

When asked to compare the old printing method to the Xerox® Mobile Print Solution, Luiz is clear about the difference.

“It just wasn’t working before. We tried, with lots of problems, to make it easy for our business travelers to print while in the lounge area, but it wasn’t a

smooth or simple process. Not to mention, lots of confidential documents were sitting in printing trays waiting to be picked up, leading to information security concerns.”

Flying Above the Competition

TAP is the only airline at the Lisbon Airport to provide a mobile printing service, which is proving to be a key differentiator amongst other airlines. Luiz explains, “the Xerox® Mobile Print Solution is a way to improve our services in the business area and set our airline apart from the competition. It’s a service that professionals are truly interested in and enjoy.”

“When it came down to improving the quality of our airline service within the Lisbon Airport, we wanted to give our customers a unique service that would make their travel experience a little bit easier. With the Xerox® Mobile Print Solution we did exactly that.”