A Hotel's Guide to Finding a Hospitality Wi-Fi Vendor

Top 10 Wi-Fi features to consider

DeepBlue
A Passion for Wi-Fi

The Future of WiFi
Information Series

The Top 10 Hotel Wi-Fi Features

1. Loyalty and Rewards Program Integration

Hotels with rewards programs can tie their programs directly to their Wi-Fi network and automatically update rewards points when a guest stays at a location. The Wi-Fi login page can be used to drive un-enrolled guests to the enrollment page and expand the program. Integrating a rewards program monetizes your Wi-Fi network, allowing it to pay for itself.

2. Custom Software and PMS Integration

Not all hotel internet gateways are capable of integrating with existing hotel PMS's. Those that do not, either provide free access to all guests, or require the hotel staff to enter billing data manually into the hotel's billing system. This may be a reasonable task for some hotel staff to manage, but manual data entry can lead to errors, missed billing, or billing disputes with guests. Losing revenue by choosing the wrong internet gateway is easily preventable by installing a specialized hotel internet gateway that allows guests to either pay for their access directly via credit card, or by sending the billing information directly to the PMS to bill the guest at the time of checkout.

Wi-Fi TAKEAWAYS

- Integrate your loyalty and rewards program with your Wi-Fi network.

- Integrate with PMS to avoid billing errors.

- Use analytics and LBS to market in new and inventive ways.

3. Customer Analytics and Insight

Using analytics and location based services, even smaller properties can market to guests in new and inventive ways. With software suites such as engage!, a hotel can capture email addresses and guest demographic data such as age, gender, frequency of visit and much more.

This data enables a hotel to engage with their guests on the social media platform they prefer. A hotel can create email campaigns to reward loyal guests based on number of visits, location on property, or even their birthday. Today a hotel has the ability to turn its Wi-Fi network into a powerful marketing tool.

DeepBlue

A Passion for Wi-Fi

4. Monetization, LBS and Customer Engagement

One of the newest features of modern Wi-Fi is its ability to monetize itself. Through the use of user data capture, location-based services (LBS), analytics, and user engagement software, it's easier than ever before to enable Wi-Fi to pay for itself. Engage!, a software suite from Deep Blue Communications, turns your Wi-Fi network into just such a powerful marketing tool. With it, you can analyze customer data, review where they are on your property or store, send targeted email offers, and more.

5. 24/7/365 U.S. Based Help Desk

Handling a wide range of issues, a managed service provider with an in-house multi-tiered support system will ensure users get help quickly. With the benefit of in-house technicians, issues can be easily escalated when necessary and resolved efficiently. The best service providers will coordinate their help desk and installation technicians for a comprehensive support service plan. A good provider will have local technicians available across the country for emergency on-site service.

A professional 24 hour help desk will relieve any strain put on your staff, and free them to serve guests in areas in which they have more direct control.

We know that complaints are insights into your service. They illustrate where you're failing and succeeding. Timely response is the key to satisfying a guest; 95% of guests will give you a second chance if you handle their complaint successfully and in a timely manner.

Wi-Fi TAKEAWAYS

• Monetize your Wi-Fi network to pay for itself.

• A managed service Wi-Fi provider with an in-house 24 hour help desk will relieve any strain put on your staff.

• Wi-Fi networks must be able to accommodate more types of guests' devices.

6. Scalability for the Internet of Things

The internet today is not just laptops, tablets and smart phones; guests have many new Wi-Fi enabled devices with them on their visit. The health conscious use fitness bands, parents use child trackers, and the new smart watches are poised to elevate interpersonal communication to a new level. People count on these devices in their every day lives, and these devices count on a great Wi-Fi network. A hotel Wi-Fi network must be scalable to deliver the enhanced personal experience their devices promise or run the risk of guest frustration as they continue their daily routine.

DeepBlue
A Passion for Wi-Fi

7. Customizable Billing Options

In order to monetize your network, a complete customizable billing platform is essential. From hourly, weekly, monthly, and even free metered access; a flexible billing system can provide detailed end-user reports, monthly revenue checks, and analytics. A tiered system offers the hotel the flexibility to charge for a basic service or up-sell to a higher speed. Hotel guests appreciate the option to choose the service that best meets their needs.

8. Network Security and Segmentation

Network security is critical in the hospitality industry. One purpose of a hotel internet gateway is to secure the hotel's operational network completely from its guest network. Additional Wi-Fi network segments may be required for conference rooms and meeting areas depending on the individual property. An incorrectly configured or inadequate hotel internet gateway can leave a hotel exposed to a potential security breach and the legal consequences of having poor network security.

Wi-Fi TAKEAWAYS

• Flexible billing options allow you to upsell to guests.

• Secure your network by segmenting guest, conferencing, and back of house.

• Advertise on a customizable landing page to monetize your network.

• Real-time monitoring prevents guest complaints

9. Hotel Internet Gateway Landing Pages

In a typical business environment, there is no need for users to have a hotel landing page explaining the charges and terms of use for network access. However, a hotel must inform their guests of any charges that they may incur, as well as the guest's responsibilities as an Internet user in the hotel. These customized landing pages protect both the guests and hotel from the hassle of disputed charges, and protect the hotel from guests who may use the Internet for illegal purposes. In addition, customized landing pages have the ability to advertise other services that the hotel offers during the guest's stay, potentially leading to additional revenue.

10. Real-time Network Monitoring

A real-time monitoring and alert system is essential to verify that a network is functioning properly. Quickly diagnosing and solving issues prevents guest frustration and distracted team members. A provider that conducts on-site visits, maintenance, and emergency response upon request is ideal.

Deep*Blue*
A Passion for Wi-Fi

About the Author:

Deep Blue Communications is a leading national managed Wi-Fi Provider based in Latham, NY. We have engineered, installed, supported and monetized custom Wi-Fi networks across the United States, Canada, Mexico, and the Caribbean.

We understand the importance to hospitality clients to design each network specifically for each individual hotel. We take into consideration all of the hotel's amenities and structural limitations, as well as their corporate brand requirements, to ensure that the network meets all of their concerns. Successful hotels cannot afford the bad reviews and the loss of repeat business caused by an inadequate network.

With our new guest analytics and insight software suite, engage!, we turn Wi-Fi networks into powerful marketing tools. Hotels have been given great new ways to market to their guests and engage with them on the social media platform they prefer.

Deep Blue provides full 24/7/365 help desk support to your guests to ensure they will always have the reliable internet service they need for the entirety of their stay.

Deep Blue Communications
7 Century Hill Drive • Latham, NY 12110

1-838-386-1510
sales@deepbluecommunications.com
www.deepbluecommunications.com

Deep*Blue*
A Passion for Wi-Fi