



A room with a view... and WiFi too!

Whether it's for business or leisure, guests expect their stay to be as nice as home—if not better. When it comes to technology and reliable connectivity, it can make or break the guest experience with serious consequences for the hotel's reputation. In this case study, the Resort owners and brand operators involved understood that the Guest WiFi experience needed to be improved quickly to ensure guests' expectations were met. They turned to Windstream Enterprise, who has a proven record of improving guests' high-speed Internet access satisfaction scores by providing leading technology and connectivity solutions.

At a glance

Industry

Hospitality/Vacation Ownership Group

Customer

100+ properties worldwide

10K+ employees (this division)

Challenges

Poor WiFi experience for vacation ownership guests

No end-to-end network visibility for LAN, WLAN and ISP circuits

Lack of LAN/WLAN redundancy

Solutions

Secure and stable WiFi with extended reach

Robust engineering designs, eliminating Day 2 issues

SD-WAN for improved application performance

PAN (Personal Area Networking) support

Results

Significantly improved customer satisfaction scores

Network visibility and reporting to identify and prevent potential outages

Improved staff productivity with WiFi that extends throughout the property

Wireless is essential for any “home away from home”

The more ‘residential’ nature of vacation ownership properties creates a very different WiFi connection dynamic.

Unlike a typical hotel or resort, vacation owner occupancy rates are 80% owners vs. 20% renters. Moreover, according to the Vacation Ownership Group's Guest Experience and Technology Program Manager responsible for overseeing guest technology, it's not uncommon for each guest to bring at least three devices. This level of WiFi demand puts significant stress on a network that wasn't designed for concurrent connections at such a high level.

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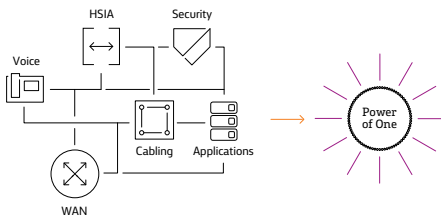
Getting it right the first time—the Devil AND Excellence is in the details

According to the company's Guest Experience Technology Program Manager, the Windstream Enterprise Hospitality Group quickly rose to the top of the list during the selection process for a new technology partner. Windstream Enterprise was already on-property to deploy WiFi and ISP solutions when other vendors were still starting site surveys and crafting responses to the RFQ.

When Windstream Enterprise demonstrated an understanding of the issues facing the hospitality industry—combined with providing positive installation results during an early meeting with our customer—the Vacation Ownership company made a brand decision to implement Windstream Enterprise’s Hospitality WiFi and circuit solutions at all properties.

The Power of One provider

Only Windstream Enterprise offered the redundancy designed and built into the core networking components of the solution to protect against core hardware, WAP and switching infrastructure failures. Five years ago, security within the WiFi network was an afterthought. Today, there’s a heavy emphasis on cabling infrastructure and WiFi, not just in rooms but all over the properties, as cyber and personal security has become increasingly important to protect both guests and staff. Windstream Enterprise’s secure network is PCI-DSS compliant to fully protect PII (personally identifiable information).



In response to changing business and technical requirements, Windstream

Enterprise responded with flexibility and innovation. A collaborative partnership with a single provider that can provide comprehensive services is key as the company looks to future enhancements such as SD-WAN. “Having a one-stop-shop to go to for data circuits, WiFi and ongoing support is a huge benefit because I’m going to one team, and I’m talking to one group of people to accomplish all the goals I need to for my company’s WiFi and connectivity.”

WiFi complaints drop significantly

Since partnering with Windstream Enterprise, our customer’s Guest Experience Technology Program Manager has seen significant improvement in many areas, including staff productivity. The property’s on-site engineering can focus on property management tasks instead of resetting WiFi modems and addressing internet slowdowns. True to the company’s brand commitment to a superior guest experience, the program manager commends Windstream Enterprise for “always being a step ahead of the hospitality competition” and helping them “be well prepared for the next step in their digital transformation.”

“Prior to us implementing the Windstream Enterprise WiFi solution, Internet connectivity was a top 3 guest complaint. Once implemented, this complaint fell outside of our top 10 and was no longer a significant guest dissatisfier.”

Partnering for future success

Going forward, the expansion of reliable WiFi property-wide—from parking garages to elevators to the outer edges—will put this client ahead of the curve. As local municipalities pass laws requiring panic buttons for associates in every square foot of property, or when IoT applications place additional demands on the network, it’s vital to have a trusted partner to help evolve the network to these new requirements. “Windstream Enterprise is always available to assist. It’s a relief to know I can email, text or call anyone on the team and get a response quickly when a lot of the vendors we deal with can take days. Windstream Enterprise’s responsiveness is unmatched.”

Analysis of guest experience survey:

3-month data collection period from a recently migrated location

Prior to the WiFi refresh and Day 2 support, ~15% of the survey results called out WiFi as an issue

Of the 2,000+ guest survey responses, only 5 results indicated an issue with the new WiFi

Today, only 0.25% of surveys reference a WiFi issue

1. <https://blog.linkedin.com/2018/july/11/your-workplace-guide-to-summer-vacation>

About Windstream Enterprise

Windstream Enterprise collaborates with businesses across the U.S. to drive digital transformation by delivering solutions that solve today’s most complex networking and communication challenges.

To learn more about Windstream Enterprise, visit windstreamenterprise.com

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