



HOSPITALITY

Background

Today, as the world is getting smaller, flights are cheaper and remote places are within reach, people have thousands of hotels to choose from around the world. Their purchase decisions are heavily influenced by online reviews and experiences of their stay are shaped by technological novelties available on-site.

In order to attract new guests and keep the regular ones, every hotel must continuously improve and introduce new services. But is there a simple way to adapt to modern travelers without disrupting the functioning of a hotel? Yes, WiFi Value Added Services. In the hotel industry, WiFi is a must, so why not monetize it, make it a tool to simplify hotel management, and increase its online visibility?

Executive Summary

INDUSTRY

Hotel sector

CHALLENGES

- Increase online visibility (TripAdvisor widget)
- Improve guests' on-site experience
- Simplify managing of a hotel

SOLUTION

- Linkyfi
- Linkyfi Location Engine

BENEFITS

- Increased online visibility
- Increased interest in hotel's services
- Simplified management process
- Optimized digital signage
- Increased guests' engagement

Challenges

The main challenge for WiFi VAS in the hotel industry is to help **increase and maintain high level of online visibility**. Modern travelers look for accommodation online where customers' opinions serve as one of the most influential booking factors. With that in mind, the higher the hotel appears in search results on portals such as TripAdvisor, Booking.com, or Agoda, the higher the chances of gaining new customers.

Hoteliers must think also about gaining **guests loyalty and increasing a number of returning visitors**. That's why the next challenge for WiFi VAS is to allow to identify the hotel's target market, namely to gather data about guest demographics and their preferences.

Last but not least, WiFi VAS must also face the challenge of **increasing revenue and improving hotel's performance**. For example, by introducing new services, promoting hotel's facilities (a SPA, a restaurant, or a tennis court), improving its functioning, and simplifying its management. Altogether resulting in improving guests' satisfaction.



Solution

To fulfill all the hotel sector's needs, AVSystem introduces a complete WiFi VAS solution, that is **Linkyfi** and **Linkyfi Location Engine (LLE)**.

Linkyfi is a public WiFi management solution and a powerful WiFi marketing platform. Connection to a network, triggers a captive portal which welcomes guests in a hotel and provides numerous ways of logging in to the network. Linkyfi captive portals are fully customizable; a simple drag and drop editor enables to place on it multimedia, advertisements, offerings, and welcoming messages. In terms of log-in methods, it offers, among many: social media, tokens, and questionnaires. The platform allows also to set timeouts and QoS settings of the network. All data gathered during the log-in process are processed and presented in a form of demographic and behavioral statistics, including data such as: age, gender, purpose and details of stay, social interests.

Linkyfi Location Engine (LLE) is a smart WiFi solution for detecting and locating WiFi-embedded devices. It aggregates the data collected by access points about WiFi end-devices RSSI in real-time and presents the data in a form of WiFi user routes and heat maps. Thanks to its analytic tool that provides real-time and historic statistics on each user, it enables to easily define how guests move around a venue and which facilities gain the biggest interest. Additionally, it enables to create highly targeted marketing campaigns.



Benefits

The main benefit of introducing WiFi VAS to a hotel is the possibility to **monetize WiFi**. How? With network plans and customizable captive portals. A captive portal can be used not only to welcome guests to your hotel but also to **promote the in-house services, to advertise your business partners, as well as to ask guests for reviews using the TripAdvisor widget**. The **automatic language detection and multilingual captive portal feature** make the captive portal's content accessible to all guests. The network plans on the other hand, enable to offer your guest free low-bandwidth connection, but also fast, paid connection, keeping even the most demanding guests happy.

Moreover, the data gathered during the log-in process allows hoteliers to understand WiFi users' preferences and to approach them with only the most relevant offers adjusted to their interests, gender, and age. **The targeted and personalized offers increase guests' satisfaction** and may result in an increased number of positive online reviews. The knowledge of the exact guests' profile and their behavior during the stay also allows to reduce wasted advertising budgets and increase conversions by creating only the most relevant content. Additionally, the TripAdvisor widget enables hoteliers to **directly track and manage conversions coming from the online service**.

Also, thanks to the event-based marketing campaigns provided in real time by Linkyfi Location Engine, you can **generate customers interest and gain loyal customers**. With a marketing campaign scheduled, the guests can be positively surprised with special offers such as SPA discounts when they come back to the hotel after a long day.

Altogether the solution positively influences the hotels' **Net Promoter Score (NPS)**. The NPS is used to measure the likelihood that guests will recommend a product or a service, in this context, a hotel. It allows hotel managers to **track operational improvements and understand most important operational development areas**.

ABOUT AVSYSTEM

AVSystem is an expert in large-scale solutions for Telco operators and enterprise markets.

The company's product portfolio, primarily focused solely on device management and monitoring solutions (TR-069, LwM2M), is constantly evolving and currently contains also M2M and IoT service delivery platforms, WiFi VAS platforms, WiFi location engine and systems for SDN and NFV. 100+ large telco operators worldwide prove the superiority of AVSystem's technology.

For more information please visit: www.avsystem.com.

