

SEGMENT: HOTEL

Robust Wi-Fi infrastructure enabling seamless internet connectivity

ENHANCE YOUR WI-FI WITH I-ON Broadband. EXPAND YOUR WORLD.



OVERVIEW

Lalit is a chain of five star lavish hotels, which accommodates business travellers as their primary guests. The 'inn' has won sundry accolades for his hospitality and customer services. The hotel has Guest Rooms & Suite Rooms, Meeting Rooms & Ballrooms, Restaurants and Alfresco.

OBJECTIVES

Wi-Fi is one of the most visible services a hotel provides, and is crucial to guest experiences and staunchness.

Lalit had constrained Wi-Fi coverage that was not designed for the modern, mobile digital guest.

To fortify its vision of a digital hotel of the future, Lalit wanted to maintain superior guest experience with ubiquitous Wi-Fi coverage for the entire hotel.

To achieve these objectives, there should be expeditious and flexible Access Point (AP) deployment for minimizing guest disruption.

Above all, the wireless connection must be reliable and stable with maximum speed and good coverage in all the premises of the hotel



CHALLENGES

As Smart devices became more and more popular, the hotel's wireless network was outdated and incapable of meeting the demands of customers, results in adversely affect the hotel's rating in online reviews.

The Network was plagued with persistent issues, such as Dropped Connections, Dead Zones, and Insufficient Capacity.

The management address the issue of insecure network connection without any proper authentication login and there was no restriction for unauthorized access.

Lalit Hotel also found the Network Management Functions to be inconvenient as well as design and deployment of previous access points clashed with the hotel's interior décor.

The guest also facing the problem of loss of connectivity during accessing the network. Also, the connection takes too much time to establish.

Because of the above reasons, the customers were highly dissatisfied with the Internet service that was provided by the Hotel Management and there had been the chances of Customer Churn.

The hotel management were concerned about the customer loyalty and their Brand values, so they need to restructure their IT Service Infrastructure.



SOLUTIONS

To improve the customer experience, Lalit hotel's management has provided improved wireless service to its users that was deployed by I-ON Broadband. The improved network service met the following demands:

- **COVERAGE:** The coverage has been enhanced by the new wireless network covering all the Dead Zones by providing Access Points to Guest Room, Hotel Lobby, Restaurant & Dining Hall.
- **CAPACITY:** The increase in capacity is measured with sufficient bandwidth to all hotel guests with high speed data network.
- **CENTRALIZED:** Management-Monitoring the entire network with the help of an efficient network management system.

USER BENEFITS

- Strong and consistent Wi-Fi signal strength in providing high data throughput throughout the hotel.
- User is able to get 24/7 Internet connectivity with high speed downloading and surfing.
- Secure connection due to authorized access after proper user authentication with the negligible chances of hacking the other system within network in premises.
- Enhance user experience in terms of High speed Internet Access by 30% and customer approbation of WiFi incremented over 60%.
- The Lalit Hotel management has expressed intense satisfaction with their newly implemented solution and 100% of the staff reports improved internet service.
- The centralized Wi-Fi management platform allows the Hotel Network Administrator easy to manage and monitor the entire wireless network with better efficiency.



“We have associated with your esteemed company from last 10-12 years w. r t. Internet Setup and Internet service to our Esteem Guests.

We have worked much closed to understand the requirement of our esteem guests. In this regards we have come up with new ideas and changes in technologies times to time and implemented successfully.

We had provided 200 mbps, 150 mbps 100mbps bandwidths to EVENT like MICROSOFT, CISCO, HP, YAHOO etc”

Pawan Kumar Dhiman
IT Manager, Information Technology & Telecom
Lalit Ashok Bangalore



BUSINESS BENEFITS

- Reduce in number of customer complaints, results in declining in customer churn and increase in customer’s loyalty towards the hotel.
- Revenue has increased, Capex and Opex of maintaining the network has decreased, results in reduction in Total-Cost-of-Ownership

★★★★★★★★

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