



# WiFi Engagement & Analytics



## Hotels & Hospitality

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Analytics & Navigation for Hotel Operators

Increase non-room revenue, understand your customers, personalize the guest experience and increase guest satisfaction.

## Why should you transform your hotels into an intelligent space?

- Occupancy rates have only increased by 6.4% in the past 20 years <sup>1</sup>
- Only a 4.95% increase in revenue per available room in the past decade <sup>2</sup>
- Only a 1.8% rise in the average daily rate in the past 10 years <sup>2</sup>
- 38% of total hotel revenue is non-room related <sup>3</sup>
- Companies using advanced personalization report a \$20 return for every \$1 spent <sup>4</sup>
- 74% of consumers say “living profiles” with more detailed personal preferences would be useful if they were used to curate personalized experiences, products and offers <sup>5</sup>
- Only 65% of hotel guests feel that hotel brands know and remember them <sup>6</sup>
- Just 66% of hotel guests feel satisfied with how personalized their experience was <sup>6</sup>
- Only 62% of hotel guests feel satisfied that they’re being listened to <sup>6</sup>
- 67% of hotel guests feel that they’re being empowered to drive the experience they want <sup>6</sup>
- Only 65% of hotel guests feel that hotels brands create moments that surprise them and exceed their expectations <sup>6</sup>

## Here are the use cases that WiFi Engagement & Analytics can influence

- Capture guest data
- Enrich existing data records and profiles
- Understand who your guests are
- Understand your guests’ behavior
- Increase non-room revenue
- Personalize & improve the guest experience
- Drive loyalty scheme participation
- Monetize the WiFi
- Capture customer feedback
- Increase the volume & quality of reviews

## How WiFi Engagement & Analytics Can Help

### Use Guest WiFi to collect customer data and grow your CRM

Utilize your guest WiFi to collect customer contact information which can be transferred into your CRM database & BI Systems.

### Enrich data records & customer profiles to personalize communications

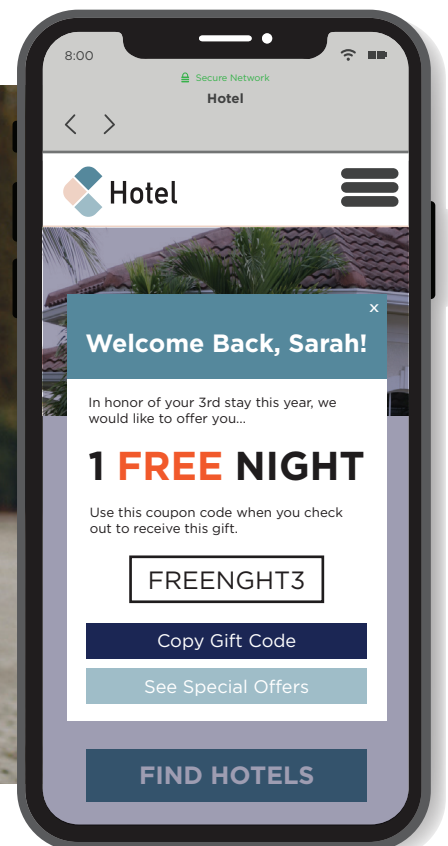
Customer data can be enriched with additional information such as demographic, behavioral and social interest data. For example, collect information around guests' hometown or their frequency of visits to one of your hotels.

### Understand your customers' behavior and make informed decisions

Gather information around how your guests' behave in your venues, where they dwell and what services they use and break this down by demographic.

### De-anonymize guests that have booked through 3rd party websites

Capture more than just the leads booker contact details, collect the details of all guests on the booking and use this information to market back to customers and encourage them to book directly on their next visit.



## How WiFi Engagement & Analytics Can Help

### **Increase non-room revenue by promoting F&B, leisure, conference and event services as part of the WiFi access journey**

Drive upsell opportunities by promoting non-room revenue to customers while they're connecting to the WiFi.

### **Personalize your communications and tailor the guest experience**

Using the data points you have collected using WiFi Engagement and Analytics, start to personalize your communications to each individual guest with offers unique to them to encourage increased repeat visits and increased spend per visit. For example, identify when it's a guest's birthday and send them a birthday treat.

### **Drive loyalty scheme participation**

Promote your loyalty scheme as part of the WiFi access journey or use the contact information collected through WiFi Analytics to send communications to promote the scheme post visit.

### **Drive app downloads to encourage loyalty**

You can redirect customers at the end of the WiFi access journey and prompt them to download your app, linking to the relevant app store based on type of device.

### **Increase the volume and quality of reviews**

Use the WiFi Engagement & Analytics TripAdvisor connector to automate review requests at the time guests are most likely to leave a review. Research by Cornell University suggests that the quality of TripAdvisor reviews increases by 11% with 101 or more reviews while further research suggests timing your reviews right can improve response rates by 7.5%.

### **Gather more customer feedback by automating surveys**

Use the WiFi Engagement & Analytics built-in survey functionality to request feedback from customers when their experience is still fresh in their memory.

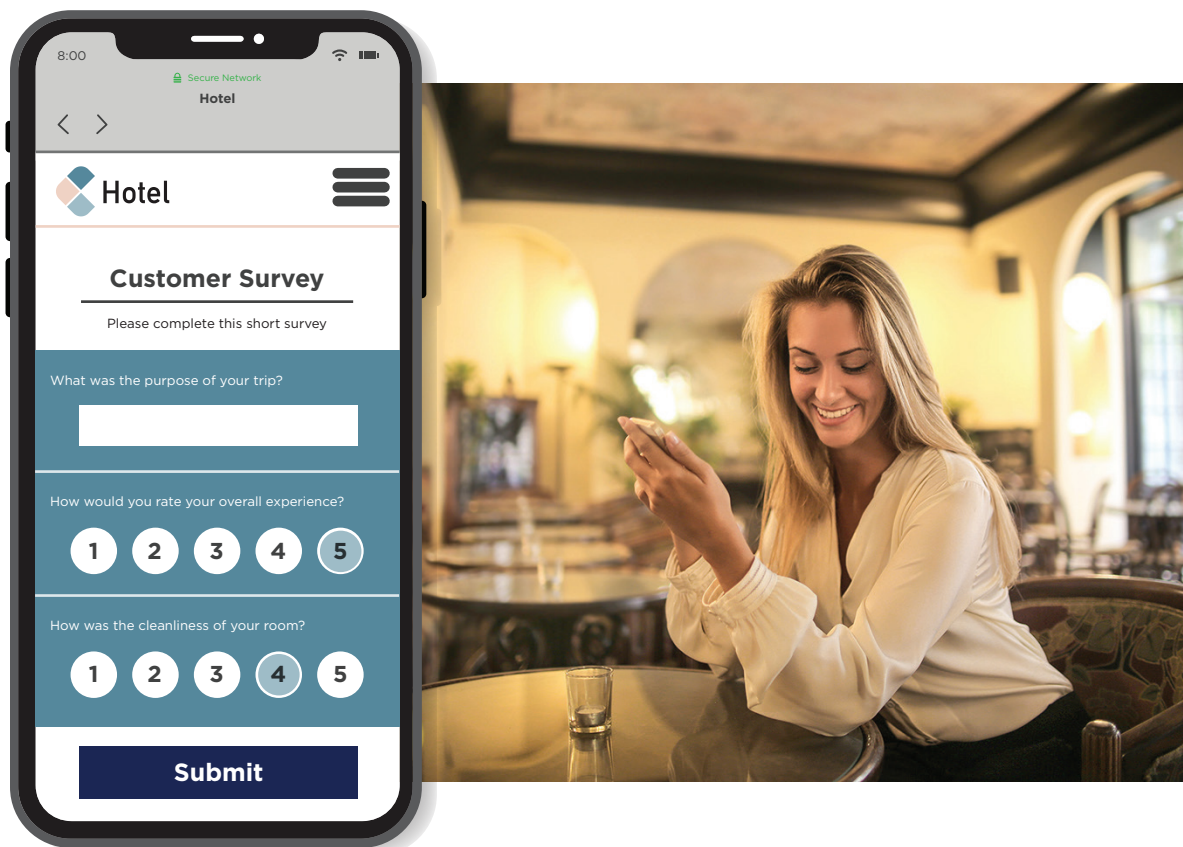


## Improve the guest experience through digital mapping of your venues

Blue dot technology, similar to Google or Apple Maps, which can help guests easily find their rooms or additional services such as restaurants, bars or gyms.

## Drive additional revenue from sponsorship

Partner with concessions or local businesses for them to sponsor parts of the WiFi access journey, related videos, SMS and emails.



<sup>1</sup> STR, 2020

<sup>2</sup> PwC, Hospitality Directions US, 2020

<sup>3</sup> Knight Frank, UK Hotel Trading Performance Review, 2017

<sup>4</sup> The Relevancy Group, The Value of Personalization Optimization, 2019

<sup>5</sup> Epsilon, 2019

<sup>6</sup> SITA, Air Transport IT Insights, 2019

<sup>7</sup> Deloitte, Next-gen hotel guests have checked in, 2018