Digitizing the Guest Experience

FiturTech

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Customer Experience is worth $1.5 Billion to the Hospitality Industry

Source: Global Travel Industry News, 360 degree survey, January 2012. (Nothing is free)

Hospitality Trends

10x global growth in mobile data

Next 4 years will show larger swings between average usage compared to peak usage

Guests demand quality Wi-Fi connectivity

Wi-Fi expansion driving larger supporting wired networks

Wi-Fi and cellular convergence

Dramatic rise in IPv6 on guest mobile devices and technology inside hotels

Hospitality Moves to IoT & IoE

Value added revenue generating services

Base / Amenity Services included in maintenance charge

IP-based Security

HVAC Automation

Energy Control

WiFi Access Point

Mobile Panel

Case Study: Deliver Differentiated Guest Experiences
Global Hotel Chain With Nearly 5,000 Properties

Transforms the guest experience

- Splash and landing pages for guest Wi-Fi access authentication, location-based services, and personalized experiences

- Delivered on mobile, tablet and laptop devices

- Integrations between Cisco and hotel's Loyalty databases and Property Management Systems (PMS).
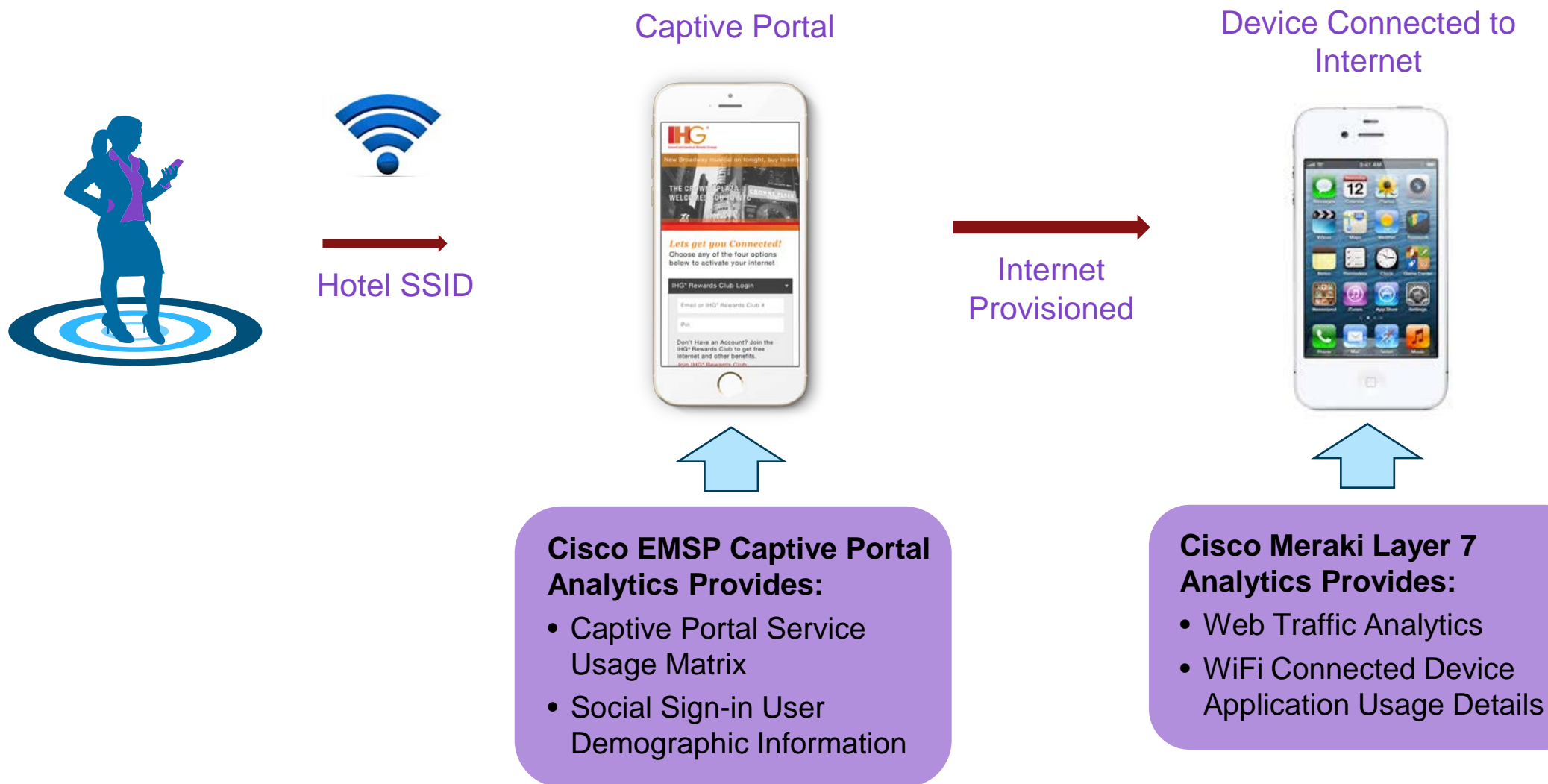
Best-in-class guest experience

Increase opportunities for profitable growth

Reduced network operating costs

Cisco Meraki and EMSP – Layer 7 Analytics Flow

Captive Portal

Device Connected to Internet

Hotel SSID

Internet Provisioned

Cisco EMSP Captive Portal Analytics Provides:

- Captive Portal Service Usage Matrix
- Social Sign-in User Demographic Information

Cisco Meraki Layer 7 Analytics Provides:

- Web Traffic Analytics
- WiFi Connected Device Application Usage Details

Hospitality Mobile Experience Demo

Hospitality

Santa Clara Hyatt
Driving Business Intelligence

The Challenge
- Limited Wi-Fi coverage not designed for the for the modern, mobile digital guest

Digital Transformation
- Wayfinding and location-based services for 1:1 guest advertising
- Location and dwell-time analytics for enhanced service delivery and revenue growth

Business Outcomes
- 15-20% increase in non-room revenue
- 65-point increase in customer satisfaction – raised property from bottom 5% to top 5%
- 25% to 40% increase in lobby bar spend by offering free Wi-Fi access
- Increase of 37% of Net Promoter Score one year after implementation

Hospitality

MGM Resorts International
- Personalized Real-time Marketing

The Challenge
- Engage, entertain and inspire guests
- Enhance the resort experience by providing personalized mobile services

Digital Transformation
- High-performance, tiered Wi-Fi for customer satisfaction and revenue
- Personalized, location-based content through Bellagio wayfinding application

Business Outcomes
- Tiered Wi-Fi driving customer satisfaction and increased service revenue
- Increased business opportunities with innovative customer interactions