

# Hotel RIU

**Improving Tourist Experiences with free WiFi**

## Case Study



Overview	Key Requirements	Our Solution Benefits
<p>Northeastern Mexico is a tourist hub which has beautiful Maya architecture like Chichen Itza and modern Hoteling experiences for hotel chain RIU. Basically, experiences from two very different events in time to provide a wholesome experience to tourists. We were tasked with crafting rich &amp; reliable wireless experiences for tourists visiting award winning hotel chain RIU.</p>	<ul style="list-style-type: none"> <li>• Fast WiFi</li> <li>• Reliable WiFi</li> <li>• Revenue Generation</li> <li>• Custom Landing Page</li> <li>• Easy integration of WiFi with domestic broadband vendor</li> <li>• Management of High Density User Traffic</li> <li>• Integration with third party vendor hardware</li> </ul>	<ul style="list-style-type: none"> <li>• Simplified control of network through single console</li> <li>• Customised Landing Page</li> <li>• Tiered Billing Service</li> <li>• Monetised WiFi through Advertising</li> <li>• Low deployment cost</li> <li>• Reduced CapEx &amp; OpEx</li> <li>• Easy User Integration to network</li> <li>• Remote troubleshooting</li> <li>• Easy integration with third party vendor hardware</li> </ul>

## Customer Profile

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Hotel chain RIU was founded in 1953 in Mallorca, Spain. The chain has since then expanded to over 100 locations in different countries all over the world. 4-Star Hotel RIU Cancun, is a beach front property that overlooks the Caribbean Sea.

# Problem

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North Eastern Mexico is a tourist hub with an annual footfall of over 20 million people. From Cancun to Yucatan province, tourists get to experience ancient Maya architecture to exquisite, modern hoteling experiences. The hospitality industry, there, generates millions of dollars in revenue and looks at ways to improve customer experience and happiness. For RIU hotels, we were tasked with ensuring & managing WiFi access spread over large hotel areas with guest occupants present in over 400 rooms, and in the historical venues around. The category of tourists visiting here usually consists of young millennials from Mexico and the USA. Millennials are aggressive users of WiFi and demand fast and reliable connected experiences.

# Challenges

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Here are some key challenges we had to overcome while implementing this project:

- Scaling the network
- Large area to cover
- Fragmented hotel levels
- Segmentation of access to WiFi
- Managing high density of people
- Working with domestic System Integrators

# Solution

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We had to explore several approaches to solve the problem at hand. The hotel infrastructure was spread out in levels and across quite a large area, to bring all of it under one umbrella, we provided our customers with our WiFiLan System. All third party access points were integrated into the network with ease.

Our WiFiLan OSS/BSS solutions helped them to effectively control and manage the entire network through a single administrator. The customers, being from the hospitality industry, benefitted from WiFiLan's inbuilt Property Management System which helped them keep track of guest identity across the entire network and the WiFi Monetisation platform that helped them monetise the network to generate good return on investment. WiFiLan's policy & bandwidth management policies were configured as required to implement a policy-based networking experience to guests. The Captive Portals were customised as per requirements of the customer with an emphasis on the customer's brand values.

We worked with Systems Integrator BBG Communications on the project.

# Results

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The project was delivered on time to the satisfaction of all the customers. Post deployment benefits as evaluated by the customers to test end-user experience revealed the following:

- Increased usage of WiFi services
- Enhanced User Experience
- Positive User Reviews
- Good Revenue through WiFi Monetisation
- Brand Image Improved
- Positive Sentiment Expressed towards the Brand
- Bandwidth Management Ensured Equally Seamless Experiences
- Happy Customers!