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Best Western Hotel Dramatically Improves Customer Satisfaction with the NETGEAR® ProSAFE® Wireless System

Profile

Company Name: Best Western Plus South Bay Hotel

Size: 100-Room Hotel

Industry: Hospitality

URL: www.bestwestern.com

Location: Los Angeles, California

Partner: PCNet

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About PCNet: PCNet provides the latest wireless solutions for the hospitality industry, where time is of the essence. With over 30 years of experience in all facets of the Internet, wireless communications and technical support, PCNet offers a fully-versed staff to handle large and small challenges for all NETGEAR applications and other services.

Background

Located near Los Angeles, California, the Best Western Plus South Bay Hotel is part of Best Western International, a chain of more than 4,000 hotels in 100 countries throughout the world. Due to its proximity to many popular Southern California destinations, Best Western Plus South Bay Hotel is frequently patronized by international travelers. In addition, airline crews on layover are regular customers. Wireless Internet access is an expectation of most guests to catch up on email, search for local attractions and dining options, and use Web-based voice and video feeds to keep in touch family and friends. With an average of more than 100 simultaneous users and the increasing popularity of high-bandwidth multimedia applications, the Best Western Plus South Bay Hotel needs to deliver high speed, flexible Internet connectivity while ensuring that the network remains secure. They turned to PCNet Cypress for the solution.

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Situation

EXISTING ACCESS POINTS LACK SEAMLESS ROAMING AND ARE VULNERABLE TO RF INTERFERENCE

The Best Western Plus South Bay Hotel had an existing standalone access point deployment which enabled it to provide basic wireless access services. However, without a centralized controller-based management system, each access point needed to be individually configured and maintained. The system also provided spotty, unreliable access throughout the facility. "The hotel's wireless system was suffering from several serious problems," says Young Chai, owner of PCNet Cypress. "The access points did not communicate with each other to coordinate for the best set of RF frequencies. They also did not coordinate with each other to adjust the output power to minimize interference. In addition, the system could not adequately support seamless roaming, causing connections to be dropped as guests moved from one location to another."

Though the hotel accesses the Internet via a high-speed 100 Mbps Fiber connection, the in-house wireless system created traffic bottlenecks which seriously degraded the connection speed and therefore the user experience.

Impact

NEGATIVE IMPACT ON CUSTOMER SATISFACTION

The hotel's wireless system had become unreliable and its weaknesses were beginning to cause serious customer satisfaction problems. "I was routinely receiving customer calls to complain about slow connection speeds and wireless problems, in general," says Marty Deng, General Manager of Best Western Plus. "The lack of consistent, reliable access was damaging the overall Best Western customer experience."

In addition to the need to resolve the hotel's wireless problems, the owners need to pay close attention to the bottom line, so both capital and operating expenses are critically important. As a result, in addition to providing great coverage, the owners require a system that is affordable and easy to maintain.

Result

NETGEAR® PROSAFE® WIRELESS SYSTEM DELIVERS OUTSTANDING PERFORMANCE, CONSISTENT COVERAGE, AND SUPERIOR AFFORDABILITY
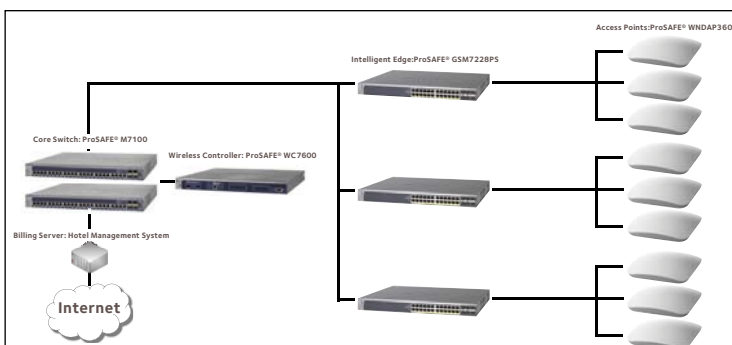
Considering all of the hotel's needs, Young recommended a multiple WN370 Wall Mount Access Point, NETGEAR® ProSAFE® managed wireless system. 10 ProSAFE WNDAP360 Dual-Band Access Points deliver the consistent, high performance wireless coverage the hotel needs while the ProSAFE WC7600 Wireless Controller enables centralized control of the entire configuration for the level of operational simplicity they need – all at a cost they can afford. "The NETGEAR solution is exactly what the hotel needed," says Young. "It is reliable and high performance. With the 10 Access Points, there's not a single area in the hotel without coverage. Even the parking area is covered, plus the deployment of WN370 enables wired and wireless access for executive hotel rooms."

The WNDAP360 access points immediately increased the hotel's capacity to accept both 2.4 Ghz and 5 GHz clients, and provides the ability to enable more 5 GHz devices in the future. In addition, the NETGEAR wireless system can fully utilize the hotel's 100 Mbps Internet connection, enabling users to enjoy maximum performance. All access points in the system seamlessly communicate with one another and function as single logical unit to provide the best set of RF frequencies, minimize interference, and seamless roaming capabilities.

The WC7600 controller maximizes the system's ease-of-use. Simplicity is absolutely essential since the hotel staff does not have sophisticated IT skills, yet requires the ability to dynamically change the configuration based on the environment for optimal end user satisfaction. It also seamlessly interoperates with the hotel billing system which is managed by a third-party vendor, Valuepoint Networks. Developing the interface was easy and the deployment was smooth.

The system continues to exceed the expectations of hotel management. "I have not received a single customer complaint", says Marty. "It has helped us provide the best possible customer experience while controlling our costs. That's a win-win for us."

Figure 1: Network Diagram for Best Western Plus South Bay Hotel

Access Points:ProSAFE® WNDAP360
Intelligent Edge:ProSAFE® GSM7228PS
Core Switch: ProSAFE® M7100
Wireless Controller: ProSAFE® WC7600
Billing Server: Hotel Management System
Internet

ProSAFE® WNDAP360   WN370

WC7600

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LIFETIME WARRANTY