

Smarter WiFi Customer Case Study



Montana Hotel is a boutique hotel situated in the heart of London. They sought the help of Smarter WiFi in order to provide easy seamless WiFi login for their customers.

“ Working with Montana Hotel has been great for Smarter WiFi. We have helped them to become a hotel that understands and values its guests by using data capture and email marketing options.

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Smarter WiFi's Sales Director.

Customers at Montana Hotel can now use the free WiFi easier than ever. Montana Hotel can use this to send promotional deals to all their guests to increase customer retention.

Challenge

Before July 2019, Montana Hotel had an open guest network. This means they were providing WiFi but not gaining the additional benefits that come with Smarter WiFi's infrastructure. This existing WiFi was therefore not satisfying the needs of the business nor the customer.

Montana Hotel was drawn to all of the benefits of Smarter WiFi through one of our email marketing campaigns. They recognised the potential impact that Smarter WiFi could impose on their business. Their main attraction was the data capture and the possibilities that data capture can lead too.

WiFi is one of the most important amenities within hotels. Due to the high demand from many different consumer groups that stay in Montana and require free WiFi, Smarter WiFi seemed best fit.

Although initially the task seemed large, as it has a large amount of access points and there was already an open guest network, our great team of WiFi experts and technical support managed to fulfil the needs of Montana Hotel.

Solution

Montana has 20 different access points across their hotel;. This is due to the size of the hotel and to ensure the WiFi is covered for all guests.

Customers can now log in to the WiFi through social media channels Facebook, Instagram, and Twitter or can use a quick and simple registration form. This seamless social WiFi ensures members' journeys are as seamless as possible.

Once customers are logged in to Montana's free WiFi they have the option to be redirected to their website, BBC news or TripAdvisor. This is a great way to appeal to many different demographics.

In their first 4 months Montana have been able to send out their first promotional email campaign providing first time visit customers an offer on their drinks bill. This is a great way to increase customer retention levels for the hotel.

The Future

In just over 4 months Montana hotel have managed to capture the data of nearly 1000 guests. This is a great figure for just 4 months and highlights the benefits of Smarter WiFi's data capture system for hotels.

Using the portal Montana can also gain analytics and reports based on their customers. This can help them to see the exact type of customer they are attracting and use this to create adaptive and specific marketing strategies.

Looking into the future, Montana has some great links with other hotels that can benefit from Smarter WiFi. This will help to better the relationship between Smarter WiFi and Montana Hotel, as well as providing other hotels with a great social WiFi and data capture system.

Montana Hotel is a great customer of Smarter WiFi and we look forward to expanding our relationship with them.