



Improving Guest Satisfaction and Loyalty with Great Wi-Fi at City Seasons Hotel

♥ CUSTOMER PROFILE

Name: City Seasons
Industry: Hospitality
Capacity: 1460 Rooms
Location: Dubai, UAE

♥ BACKGROUND

Established in UAE in 2005, City Seasons Hotels currently owns and operates 6 properties in Abu Dhabi, Al Ain, Dubai and Muscat. Highly committed to customer service and attention to detail, City Seasons Hotels have already built a strong reputation amongst international travelers and mainly visitors from GCC countries who enjoy the family atmosphere of the Hotels and Suites as well as their prime location in the heart of the city. The Group currently boasts 1,460 rooms.

Founded by Sheikh Ahmed Musallam Bin Ham, City Seasons Hotels commenced its journey in 2005. The owners' ambition was to establish hotels that are elegant and stylish yet cozy with a focus on quality, luxury and great value.

Today, City Seasons Group of Hotels counts five 4-star properties in Abu Dhabi, Dubai, Al Ain and Muscat, with their first 5-star hotel, The Royal Rose in Abu Dhabi. With its commitment to offer 'affordable luxury', City Seasons Hotels have established as one of UAE's leading hotel brands.

▼ CHALLENGE

Project background and network requirement: Initially, The City Seasons Hotel was using another vendor to offer guest WiFi access, but they quickly found that the solution they had implemented didn't meet some of their critical and basic needs. Specifically, the solution needed to offer wireless monitoring and control to comply with the wireless management.

▼ SOLUTION

With the growing reliance on smartphones for everyday activities, WiFi has the power to play an important role in the

average customer's experience. When a hotel offers free WiFi, guests are able to explore, discover, and enjoy their experience at the hotel. TP-Link's Auranet WiFi Solution allows you to create a modern and compelling in-store experience for all of your customers. To address these challenges and provide a robust WiFi connectivity solution for City Seasons Hotel, the TP-Link technical implementation team recommended that the hotel implements EAP115-Wall for indoor and EAP320 array for the outdoor and EAP software controller.



EAP115-Wall (Source: TP-Link)

That's when the City Seasons decided to deploy seamless WiFi solution with TP-Link. Working with value-added reseller (VAR) Visiontech Professional Services to choose the right solution, the City Seasons Hotel IT team looked at various enterprise WiFi solutions before choosing TP-Link. Visiontech

recognized the challenges of integrating 21st century technology into a building that first opened its doors for business, “TP-Link Auranet with the necessary technology to provide not only software managed WiFi, but additional business critical unique selling propositions, such as integration with external captive portals and marketable applications that ensured The City Seasons maintains contact with its clientele during and after their stay.

Following the implementation of the TP-Link solutions, the City Seasons Hotel is now able to connect with its guests and empower the staff like never before. The hotel now boasts high-speed wireless connectivity guests expect and staff need to provide superior services and experience to customers. Based on EAP hardware and the hotel’s existing guest management software system is unmatched, working together to create an immersive experience with services and applications tailored to the needs and preferences of staff and guests. With EAP115-Wall in the conference rooms, common areas and guest rooms, and the EAP320 series installed the wireless guest experience has been seamless, reducing IT support calls and increasing customer loyalty City Seasons Hotel.

♥ BUSINESS RESULTS

The intuitive centralized management platform has made the process even easier to make configuration in batches for all the EAP devices at City Seasons Hotel. Since the EAP Controller software is included with EAP Series devices, there are no additional costs or annual fees. The intuitive user interface allows the hotel’s personnel to quickly configure and monitor the entire network, making comprehensive management as efficient as possible. City Seasons Hotel, staff and customers are extremely satisfied with the TP-Link WiFi solution, as well as management features that allow IT administrators to centrally manage the network, generate temporary guest tokens, load balance the clients and limit access rights. This has been made possible through the free Auranet controller software, which helped administrators to specifically manage the City Seasons Hotel’s Wi-Fi network. Hotel guests are extremely happy to browse over a very fast 802.11ac WiFi network to enjoy internet-based entertainment, such as movies, games and video chats, without compromising WiFi stability, speed or network security.