For Resorts &Hotels

GOCloudWIFI

1 How can GOCloudWIFI work for resorts & hotels?

John has just checked into a hotel with his wife Helen, but whilst he's been travelling his internet access was intermittent. He's therefore keen to log on the hotel's free WiFi and check his social media accounts, emails and find out more about the area's tourist attractions. As John uses Facebook to authenticate log in, the hotel gathers valuable information including his age, gender and even his exact location within the building. The technology recognises that John is in the restaurant area and sends him an offer such as a special menu or a voucher for a free drink with his meal. John is then satisfied because he's been able catch up online and as the hotel has sent him a personalised offer on his meal, he feels valued as a customer.

2 What is GOCloudWIFI?

- Secure, legal, family friendly, in store WiFi software
- Works with leading WiFi manufacturers
- Works with existing internet connectivity
- Cloud-based platform, geographically scalable
- Easy social or form based login with subsequent automatic reconnect

3 What does GOCloudWIFI do?

- Allows login via social networks or a short form
- Expands your social network presence quickly with Likes and Follows
- Captures customer data, including opted-in email addresses
- Provides family friendly content filtering, so you can rest easy
- Provides a branded service, including login page and landing page/s
- Hierarchical management and reporting from head office down to individual locations

Right: Branded splash pages for both full sized browsers, tablets and mobile devices

4 How can hotels use WiFi?

Breakfast is the most important meal of the day - except when there's free WiFi! - With consumers now actively searching for free WiFi in hotels when sorting their travel arrangements online, the hotels industry needs to update its WiFi policy and look at new ways of getting something back in return. Some operators have been slow to move from viewing WiFi as a revenue stream to a free service but the tide has turned with consumers stating that free WiFi is more important to them than a complimentary breakfast.

Keep guests informed - The hospitality sector is the ideal environment for installing WiFi hotspots. It gives hotels the edge when it comes to increasing revenues through targeted marketing that will drive recommendations and repeat business. Our techonology can capture detailed data around footfall, movement around the public areas and frequency of online activity, all of which helps managers to create engaging and extremely targeted marketing campaigns.

Drive revenue - When guests go online they're met with a customized splash page promoting offers such as spa treatments and menus - or whatever else the venue wants to promote. There is no long form to fill in to register for free WiFi and ideally people will login using their social networking profiles, allowing them to share the brand with their friends and followers.

Wayfinding - Providing public WiFi also means that hotels can guide guests around the immediate area with Wayfinder Apps. These apps would use an interactive map to point guests to local places of interest and tourist attractions.

5 How can hotels monetise WiFi?

It's become expected for hotels to offer free WiFi for their guests, but historically there has not been much benefit for the provider.

Not only does the WiFi solution add extra value for hotels by offering real-time marketing analytics, we will also be offering tiered bandwidth solutions.

Tiered bandwidth creates a monetary return on investment by charging guests for WiFi use. The solution can be tailored to your client according to:

Time - Hotels can set a certain amount of time when WiFi is free (for example, 30 minutes) but when the limit is reached and usage continues, a charge to the guest is incurred.

Bandwidth and speed - The hotel can set limits on guest WiFi, with charges for higher speed and bandwidth use. For example, a guest who is simply checking their emails or browsing online will not use much bandwidth and therefore will not be charged, but a guest who is streaming videos (and using a higher proportion of the allocated bandwidth) would be charged.

Like to know more?

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