

Cambium Networks and Wi-Fi Hotel

Turn Hospitality Wi-Fi into an Automated Selling and Reputation Machine

Wi-Fi Hotel is the most comprehensive platform for managing guest Internet access and running multichannel automated marketing campaigns in the hospitality industry.

Wi-Fi access has become one of the most requested services for hotel guests. Providing a practical, reliable and performing Wi-Fi Internet access is mandatory for any business open to the public.

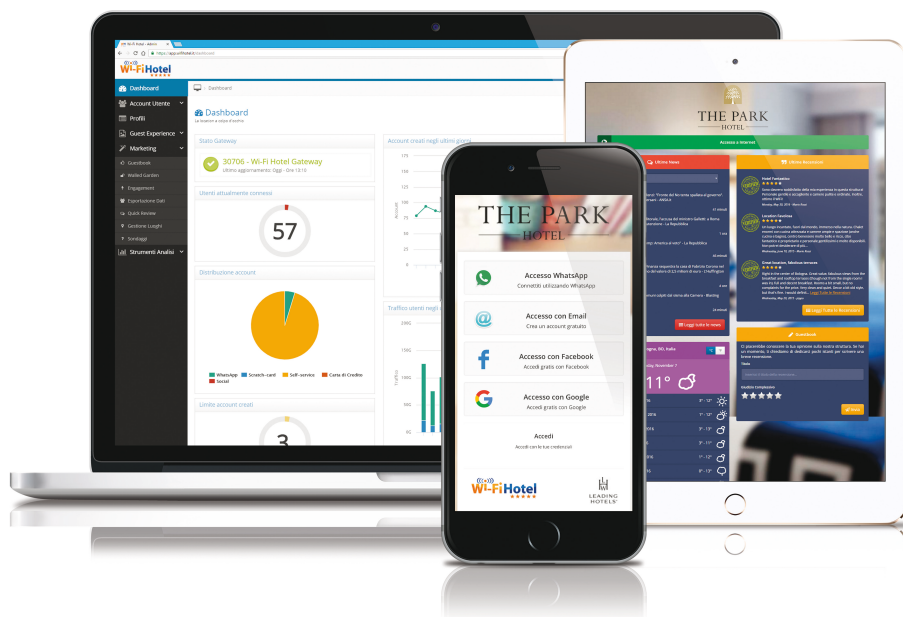
On top of that, monetizing Wi-Fi and leveraging the capabilities of modern WLAN infrastructures has become a top priority for hotel managers and hospitality professionals.

Wi-Fi Hotel allows any hospitality property to deliver a great Wi-Fi service. At the same time it turns the hotspot system into a powerful and fully automated communication and marketing platform, delivering immediate ROI to the business offering the service.

Automatically selling additional services to guests during their stay, detecting unsatisfied customers before their departure, surveying guests after check-out and inviting the most pleased to review the property on travel portals are just some of the possible automated scenarios that Wi-Fi Hotel allows you to run.

KEY FEATURES OF OUR SOLUTION

- Highly reliable cloud platform managed via a simple multilanguage/multi-user web interface.
- Fully GDPR compliant.
- Multiple authentication methods: self-service, social login, scratch-off cards, WhatsApp login, credit card, room-billing with PMS interface.
- Easy and fast deployment using existing infrastructure.
- Full interoperability between Cambium Networks hardware and Wi-Fi Hotel platform.
- Customizable Guest Portal with drag/drop editor.
- Advanced marketing automation tools embedded in the platform: Guestbook, Places, Surveys, Quick Review, Guest Engagement, Promotions.
- Automated delivery of email, SMS, WhatsApp campaigns.
- Integrated with TripAdvisor, Google, Facebook, HolidayCheck and major review platforms.
- Advanced networking features: firewall integration, bandwidth allocation, meeting/event management.



WHAT DOES IT DO?

Wi-Fi Hotel's advanced features allow you to:

- ✓ offer different service levels (free or paid) to accommodate the needs of every type of guest or event;
- ✓ interact with guests during their visit and afterwards, basing on automated “if this, then that” rules;
- ✓ automatically advertise additional services or products sold by the location basing on user actions/inaction/ position;
- ✓ gather opinions, survey replies and reviews on travel portals during and after stay;
- ✓ improve the business’ web reputation and boost positive reviews.

APPLICATIONS

The solution provided by Cambium Networks and Wi-Fi Hotel can be applied in any kind of hospitality property: hotels, condominiums, guest houses, resorts, campsites, bed and breakfasts, homestays, vacation rentals, RV parks, holiday farms, convention centers, etc.

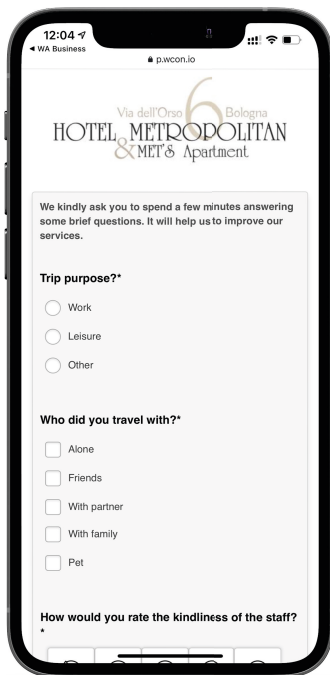
Over 3000 locations across Europe are already monetizing their Wi-Fi through Wi-Fi Hotel.

Wi-Fi Hotel is the best Wi-Fi that guests can ask for, at their service. And at the property service too.

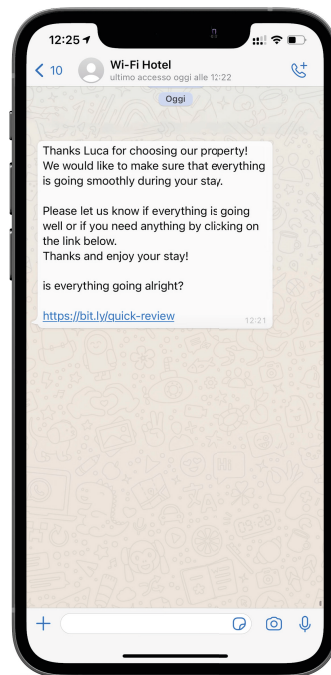


BARBARA DONZELLI - HOTEL ANCORA **** - VERBANIA - ITALY

“Thanks to Wi-Fi Hotel we manage to have daily digital touchpoints with our guests, in a simple, non-intrusive and automated way. This allows us to quickly discover any inconvenience they might encounter, resolving it immediately. This, most of the times results in exceptionally satisfied guests, in better TripAdvisor reviews and higher rankings for us!”



Advanced Survey Module

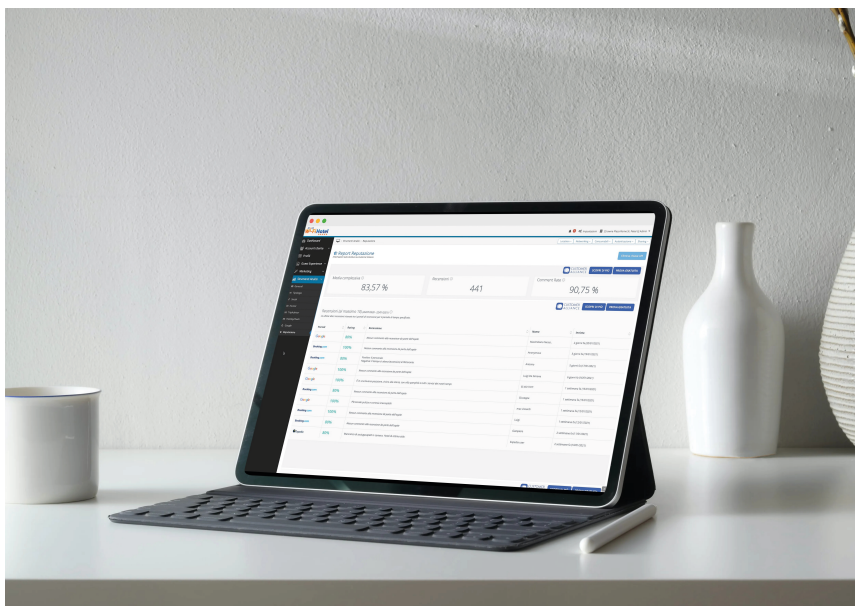


WhatsApp Integration

Cambium Networks & Wi-Fi Hotel



Dashboard and traffic monitoring



Automations and reputation management

SUMMARY

Cambium Networks offers reliable high-speed infrastructure that supports Wi-Fi connectivity and automated marketing services in large and small-scale deployments. Contact your local Distributor/Reseller to learn how Cambium Networks together with Wi-Fi Hotel created an industry-leading Wi-Fi access and marketing solution.

To learn more about Cambium Networks Enterprise Wi-Fi and Wi-Fi Hotel solutions, please visit:

www.cambiumnetworks.com/wifi/