

MEDIA COVERAGE

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Strategy clinic

"How do I choose the most appropriate guest internet provider for my business?"

The most important things to consider are support, cost and flexibility. Businesses will inevitably need some level of technical support. After all, if a guest was experiencing connectivity problems, how would you solve the issue?

With a good technical support package that's both hotel- and customer-facing, you have the peace of mind that there's a specialist on hand and that your customers' needs can be met.

Without any technical backup, it's your staff who are faced with trying to fix problems which may be technically beyond their means. Customer-facing support available 24/7 will save you time, protect your brand and guarantee a seamless customer experience.

Pricing models are varied and some pricing structures should be avoided. Some providers will fix the fee that your guests have to pay, thereby limiting your control over the service – and possibly your profitability. Others will make their money by taking a hefty proportion of the Wi-Fi

revenues you generate, denying you your own profits.

A partner with transparent pricing – and preferably a flat fee – will give you the best value.

Equally, consider the portal via which your customers will be accessing the internet. Some providers will present you with a "one size fits all" model – often advertising brands that don't complement your own and which might even include competitors.

Instead, choose a provider that works with you to develop a brand-rich portal that can be used as an additional sales channel, while enhancing your

guests' experience through useful information and targeted dialogue.

The last main area to consider is flexibility. You don't want to find yourself locked into a contract that may prove unworkable if your business needs change. Leave yourself room to manoeuvre.

Finally, don't forget the importance of references – and make sure the operator you choose is lawful and intercept-compliant.

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