Increase guest satisfaction with a connected and interactive experience

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In the age of the connected guest, expectations for hotel stays have changed. It isn't just about a comfortable bed and a plush pillow, guests want to plug in and get connected without hassle.

Hotel properties must deliver high-quality connectivity and interactive entertainment to satisfy the needs of connected guests. Hotels that enhance connectivity and entertainment experiences can make a significant and positive impact on the bottom line.

Connectivity is a necessity, not a perk
Guests require reliable, high-speed Internet connections and, for many, it's the first thing they interact with upon entering a hotel room — 82 percent of U.S. guests reported connecting to in-room WiFi.[1]

Today's travelers carry multiple devices, including smart phones, laptops and tablets. From the moment they arrive, guests want to seamlessly connect and be up and running at all times. According to Forrester Research, 81 percent of business travelers in the past 12 months said free WiFi influences where they book a hotel, and only 4 percent of business travelers think free WiFi is not important.[2]

Quality Internet and robust entertainment solutions are valued hotel services that have been a driving force for change and are critical to a hotel's success. Given their primary importance to guests, hotels need to ensure they offer network dependability and speed that allows guests and employees to remain connected to their devices throughout the property.

> "We understand the ideal guest experience and the impacts of our technology on guest satisfaction."
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> –Jim Jones, director of Data Product Management for Spectrum Enterprise

Spectrum Enterprise currently partners with over 16,000 hotels nationwide and carries brand certifications with InterContinental Hotels Group and Choice Hotels, as well as other large hoteliers. "We understand the ideal guest experience and the impacts of our technology on guest satisfaction," said Jim Jones, director of Data Product Management for Spectrum Enterprise.

Exceed expectations with an immersive viewing experience
In addition to connectivity demands, the proliferation of personal technology and the growing popularity of interactive entertainment has transformed the way guests use their in-room TV.

Guests want access to robust channel line-ups, on-demand programming, streaming applications, casting capabilities and easy access to hotel amenities. They expect individualized entertainment solutions that provide more control and connectivity.

The future of in-room entertainment is connected video solutions. A recent Phocuswright study showed that 74 percent of hotel guests want to stream and cast video from their device to the hotel TV.[3] And according to Nielson, over two-thirds of respondents said that watching video on-demand via an online or mobile device is not as good as watching on a bigger TV screen.[4]

More and more, customized, interactive experiences are what guests crave. According to Phocuswright, 41 percent of guests want concierge suggestions for local events and restaurants and 36 percent of them want to make service requests directly from their in-room TV.[5]

"Moviebeam is like having a concierge in your room."

–Rodger Peery, director of Video Product Management for Spectrum Enterprise

Spectrum Enterprise offers Fiber Connect Plus with Moviebeam, which delivers guests an immersive viewing experience that exceeds their expectations. "Moviebeam offers a personalized, rich experience because it's able to help guests by providing homelike touchpoints," said Rodger Peery, director of Video Product Management for Spectrum Enterprise. "Guests can cast personal content from mobile devices, request room service, housekeeping, tee times and spa appointments — all through the TV and without having to leave the room. Moviebeam is like having a concierge in your room."

Moviebeam gives hotels the ability to provide a consistent experience across properties and showcase up to 50 hotel amenities and services. A customizable screen interface reinforces and standardizes hotel branding by featuring the hotel logo, colors and property imagery — all contributing to increased branding and loyalty.

Increasing loyalty, occupancy and revenue

According to an Epsilon study,[6] 80 percent of consumers are more likely to do business with a company if it offers a customized experience geared toward individualized preferences.

As hotels look to the future, they need to invest in seamless technology that improves the guest experience and drives revenue growth. With 47 percent of guests posting a review after their hotel stay,[7] individualized touches, coupled with a homelike experience and high-quality connectivity, are vital attributes that can generate positive online reviews and influence occupancy rates.

Fiber Connect Plus with Moviebeam allows hoteliers to earn additional revenue by setting profitable movie prices and selling on-screen real estate to local businesses, restaurants and attractions. Additionally, Moviebeam's personalized welcome page helps to increase loyalty and return visits. These bundled solutions provide guests with a personalized experience — and enables hotels to improve revenues while cutting costs typically required for technology upgrades, deployment and maintenance.

Connectivity solutions to improve guest satisfaction

Hotels can further improve guest experience by combining Fiber Internet Access (FIA) and Managed WiFi. With FIA, hoteliers can deliver reliable, high bandwidth connectivity backed by industry-leading service-level agreements (SLAs) that guarantee performance and uptime. When FIA is paired with Managed WiFi, guests experience faster connections, can connect to the network consistently

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across the property and are able to use the interactive entertainment solutions without interruptions or buffering. And with a Spectrum Enterprise Managed WiFi service, hotel staff are freed from handling cumbersome IT burdens and can put their full focus on delighting customers.

With the right combination of individualized entertainment solutions and reliable connections, hotels can satisfy the needs of connected guests, leading to revenue and loyalty.

[1] Creating the Coveted Hotel Guest Experience: Perspectives from Consumers and Hoteliers, An Oracle Hospitality-Phocuswright Study, 2017
[2] Forrester Research: Consumer Technographics North American Retail and Travel Benchmark Recontact 2 Survey, 2018 (US)
[3] Oracle Hospitality-Phocuswright, Creating the Coveted Hotel Guest Experience
[4] Nielson online survey, 2016
[5] Oracle Hospitality-Phocuswright, Creating the Coveted Hotel Guest Experience
[6] The power of me: The impact of personalization on marketing performance, Epsilon research report, 2018
[7] Oracle Hospitality-Phocuswright, Creating the Coveted Hotel Guest Experience

About Spectrum Enterprise

Spectrum Enterprise, a part of Charter Communications, is a national provider of scalable, fiber-based technology solutions serving many of America's largest businesses and communications service providers. The broad Spectrum Enterprise portfolio includes networking and managed services solutions, including Internet access, Ethernet and Managed Network Services, Voice and TV solutions, Managed Application, Cloud Infrastructure and Managed Hosting Services. Our team of experts works closely with clients to achieve greater business success by providing solutions designed to meet their evolving needs. For more information, visit enterprise.spectrum.com.

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