



SOLUTIONS FOR BEST WESTERN - GREATER GUEST SATISFACTION AND LESS STAFF INTERVENTION

The SureStay Plus by Best Western in Covington, LA, is a 72-room hotel located about 1/2 hour north of New Orleans. In addition to its guest rooms, the hotel maintains space for breakfast, meetings, and banquets, as well as a pool and fitness center. The hotel serves business travelers such as contract workers and salespeople, as well as tourists visiting the greater New Orleans metro area.

THE CHALLENGE

The hotel was experiencing issues with its guest Wi-Fi and was not meeting the brand-mandated threshold for HSIA guest satisfaction. To address this, General Manager Sandip Chauhan knew the hotel needed to transition to an approved vendor and upgrade their solution. Chauhan chose WorldVue because of past experience with their guest support.

THE SOLUTION

To address the hotel's Wi-Fi challenges, WorldVue designed a new enterprise-grade solution, complete with WorldVue's high-performance dual-core Gateway and 22 new Access Points. Not only did this solution implement newer technology for better performance, but it also almost doubled the number of existing APs, which addressed the property's layout and added redundancy.



Whereas before [with our previous solution] I was having to get involved quite a bit in trying to troubleshoot guest issues, [the Wi-Fi is] now working very smoothly – in fact, rarely do we get a guest complaint anymore. It's running with very little involvement from me and my staff, so we can instead focus on our jobs.

SANDIP CHAUHAN, CHA
General Manager

THE RESULTS

The installation went smoothly, with a collaborative effort among the hotel, the previous Wi-Fi provider, and WorldVue. The guest Wi-Fi experience improved immediately.

Chauhan notes that “While I didn’t want to [upgrade the entire solution] at the time, I now see that it keeps guests happier and makes staff better able to focus on their jobs instead of troubleshooting. Whereas before I was having to get involved quite a bit in trying to troubleshoot guest issues, it’s now working very smoothly. It has really helped my front desk staff not to function as troubleshooters, so they can focus on guest service.”

When an issue does arise, Chauhan says, “WorldVue is able to mitigate any issues we do have. Having the number of access points engineered correctly provides complete coverage and redundancy, so if one goes down, there are others close enough that guests won’t be completely unable to access Wi-Fi.”

The results have been overwhelmingly positive. Chauhan says that now, “In fact, rarely do we get a guest complaint anymore. It’s running with very little involvement from me and my staff.” Happily, he adds, “We don’t have to worry about losing guests due to poorly performing Wi-Fi.” Not only have complaints essentially disappeared, but also the hotel’s guest satisfaction scores for Wi-Fi have increased by about 35%, reflecting happier guests and less stress for staff and management.

SURESTAY PLUS BY BEST WESTERN COVINGTON (LA)

72 rooms, plus outdoor pool, breakfast area, meeting/banquet space, and a fitness center

Serves a mix of business travelers and tourists

Located in the greater New Orleans area, just north of Lake Pontchartrain

SOLUTION OVERVIEW

Implemented a high-performance WiFi solution that is easy to control and manage, incorporating WorldVue’s guest support

Provided ubiquitous high-speed WiFi coverage throughout the property

Greater staff productivity and mobility, allowing focus on guest satisfaction



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