



Connectivity in Hospitality. Good mobile coverage makes your customers happy.

Good quality cellphone coverage in every part of your venue is essential for happy customers. You may not have heard of small cells, but you certainly understand the consumer expectation for sufficient connectivity in every part of your venue, and small cells are an efficient and cost-effective way to achieve this.

Why?

Your guests take for granted that they can use their cellphone wherever they go and will be frustrated by a venue where this is problematic. Missing important phone calls or not being able to swiftly access social media sites can push your customers away and lead them to choose an alternative venue next time, even if they were otherwise happy.

This can be a moving target. Poor mobile coverage may have been acceptable when guests were just making a few calls or texts. Now, users' expectations of good quality reception, and of being able to use large amounts of data, rise all the time. Mobile data usage is rising rapidly and 80% of it takes place indoors. The challenge of creating a good guest experience will only get tougher.

Good coverage means good business

Your customers expect good coverage, so they don't notice the value of it until it's gone. One-third of leisure travellers say they will not return to a hotel with inadequate wireless access, and this figure rises to two-thirds for business travellers.*

The power of TripAdvisor is legendary, so good hotels don't want to get review headlines like these:

"Wi-Fi and mobile coverage is poor so be prepared."

"All very good – but poor mobile signal coverage."

"Almost no mobile connection. Hotel is fantastic in every way: rooms, staff, view, surroundings. But, if you need to be available through mobile, this is not the place to stay."

Good coverage means MORE business

Good mobile coverage enables you to support new services which may set you apart from a neighboring establishment. Mobile check-in or vouchers, and social media options, are appealing to many customers. You may have these options in place already but the take up is hindered by poor mobile signal.

* Opinion Matters for NETGEAR 2014





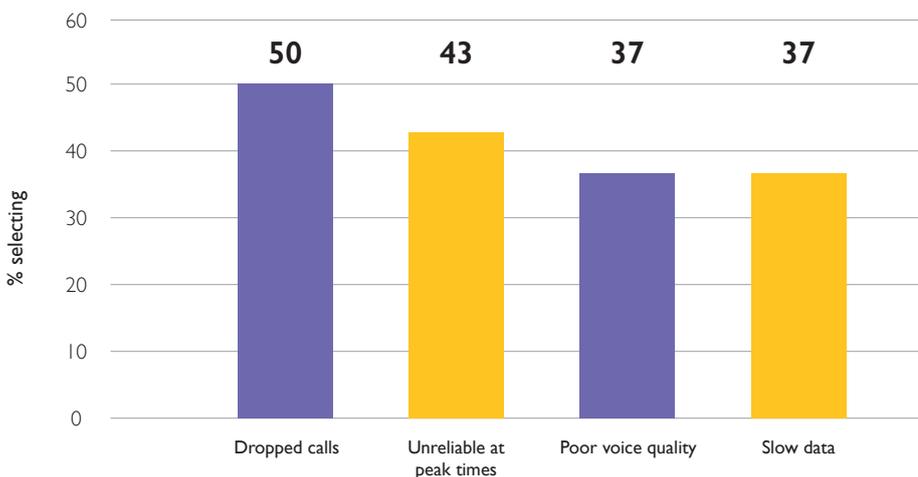
What is a small cell and what difference will it make?

Most businesses are within reach of a mobile base station but the main outdoor network often has difficulties getting a strong signal through walls and into every part of a building. That results in dropped calls when users are in black spots, poor voice quality and slow data.

A small cell is a compact, low power device similar in appearance to a Wi-Fi router. One or more cells create a zone of mobile coverage and capacity within a premises. This addresses the issue of poor penetration through walls, and the capacity of the cell is dedicated to the people within the building, so quality is predictable.

There are several ways to improve wireless speed, coverage and reliability in a premises. Most hospitality businesses have Wi-Fi, and may think that will solve all the problems. However a recent survey by Nemertes, commissioned by Small Cell Forum, highlighted that many respondents in the hospitality sector reported issues with the overall wireless experience they offered their guests and staff. In other words, Wi-Fi is not enough on its own. Mobile coverage is also essential.

The issues faced by the respondents were led by dropped calls and unreliable service at peak times, followed by poor voice quality and slow data rates.



Top four mobile issues, with business impact, which hospitality businesses face, even when they have good quality Wi-Fi (% selecting each issues, multiple responses allowed). Source: Nemertes/SCF survey as above.

Despite the rising use of Wi-Fi for data traffic and voice connections, there is still a strong reliance on the cellular network for many users, making it essential that both networks support a good experience, giving guests the choice.

Small cells are a low cost, unobtrusive way to improve performance in all the categories that are causing issues for the hospitality sector.



You can make money from small cells too

Improving the overall experience for guests and diners, preferably before your competitor does, is just one reason to consider small cells. Small cells create a dedicated zone of mobile coverage within the venue, so performance is predictable, and cells can be placed where they are most needed by guests and staff.

However, the business case goes beyond guest satisfaction and staff efficiency. Good mobile networks can also support added value services which drive more loyalty and even generate new revenues through the use of hotel apps, location based vouchers or social media shares.

Many of these are possible because the small cell is so localized, which means it can identify when a particular user is within its range.

Some examples include:

- Small cells can alert the business to the presence of frequency customers. That enables personalized welcomes or promotions to be delivered to the guests' smartphone as they enter or leave the premises.
- Services for frequent guests can be developed to increase loyalty and user experience. For instance, a commuter might order a coffee from their handset, and small cells will notify the barista when that person is close by, so their order is ready in advance.
- Augmented reality applications like Pokemon Go are increasingly popular and often use non-smartphone gadgets such as Samsung Gear. These need micro-location data so they can provide the right information to the users.
- The presence information from small cells can help users to find nearby social media contacts, which can improve overall experience for some guests.

Advanced context-aware applications, and particularly those enabled by integration with third party apps, are discussed further in the SCF white paper, [‘Enterprise Services Leveraging Small Cells’](#).





SMALL CELL FORUM
Solving the HetNet puzzle

Small cells in use: a case study

London Hotel

A multi-operator solution enables 5-bar mobile reception throughout key meeting areas of Hilton Hotel, Bankside, London



Challenges they faced prior to deploying Small Cells

The hotel was suffering from poor ground floor coverage and no coverage in their sub-ground level meeting facilities and ballroom. This meant that it was more difficult to attract customers for business and social events. They had been trying for several years to solve the problem and unlock the potential customer value in their venue.

Results

The result is that the Hilton Bankside now has excellent 5-bar service throughout their bars, restaurant, executive lounge, ballroom, conference areas, meetings rooms and also the gymnasium and spa areas. The Hilton Bankside are delighted with the results enabling their customers to remain fully connected to their business and social worlds.

Solution deployed

A small cell solution was installed quickly and easily, within three months of notice. It was deployed and connected to a network management system that monitors and enables fault diagnostics and repair in the event of any equipment failures. The multi-operator solution meant that signal was boosted for customers of the four major networks.

For more details of this case study and the full business case analysis, see [Small Cell Forum 'Enterprise Market Drivers and Enterprise Business Case'](#).

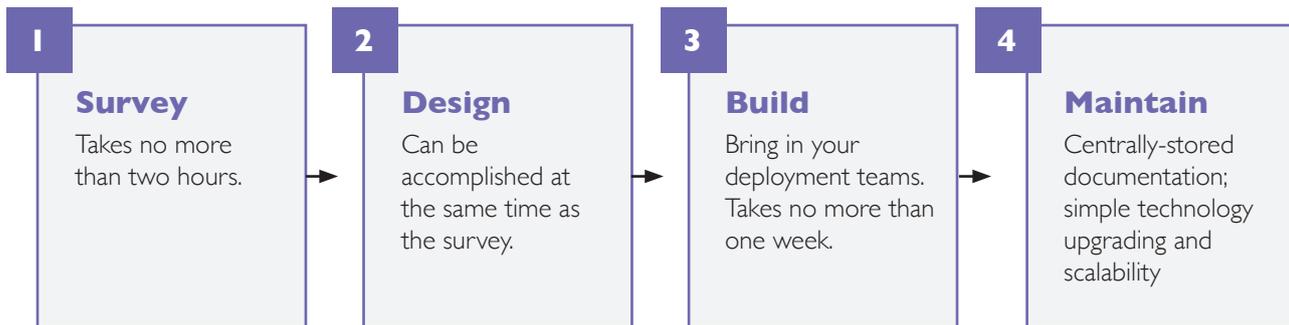


Small cells are easy to install

Small cells are designed to be as easily installed and managed as Wi-Fi access points, and this can be done by a mobile operator, an integrator or the enterprise itself, depending on requirements.

It can take as little as three days to plan and install a network of small cells. For smaller premises with fewer than five cells, the time can be counted in hours.

The whole process consists of four steps, which are summarized here, and which do not need to add to the in-house teams' headaches, but can be provided by an operator or other third party.



Small cell networks will help your customers access the 5-bar mobile coverage they want and expect. Get in touch with your mobile operator or equipment provider to find out more.

For full details see [‘Enterprise Small Cell Deployment guide’](#).