



Speed Solution gets results.

iBAHN exceeding expectations at Huntington Hotels

Challenge

In just a couple of years, high-speed Internet access has become the most important amenity to Dallas-based Huntington Hotel Group's guests.

"Our Internet provider just wasn't cutting it," said Mike Siegel, vice president of Operations for Huntington Hotel Group, which includes Marriott- and Hilton-branded hotels throughout the United States. "Guest complaints were rising, and our satisfaction scores were plummeting. Our provider's overall level of service also left a lot to be desired."

Siegel also worried about the escalating costs of high-speed Internet access, since it is provided as a complimentary amenity at all of his current properties. "I felt stuck because I didn't want to pay for additional circuits but guests were complaining about speeds," he said.

iBAHN Solution

iBAHN provides Speed Solution, giving guests the option to use a basic high-speed Internet connection for free or premium high-speed Internet access at a reasonably-priced charge.

"Huntington switched to iBAHN's Speed Solution product, and it has exceeded our expectations," Siegel said.



Results: \$5,000 monthly savings, \$60,000 annual savings

"I am not aware of a better broadband offering available in hospitality today."

Siegel makes that statement based on the fact that Speed Solution has eliminated Huntington's Internet operating expenses and guest complaints, while increasing guest satisfaction. "To be saving over \$5,000 each month versus our previous provider, combined with happier guests, has been incredible," he said.

"Having an option for guests to upgrade their bandwidth has been well received," Siegel said. "Guests appreciate the assurance that they will have enough speed to accomplish any task, whether they are using the Internet to download a TV show or just to check e-mail."

Service and savings achieved at the Residence Inn

Challenge

The Residence Inn Los Angeles LAX/EI Segundo, a member of the Huntington Hotels Group, was wrestling with unsatisfactory speed connectivity and customer service from its high-speed Internet provider. The existing provider was slow to respond to on-site support requests, leaving the burden of Internet troubleshooting to the hotel staff. Additional concerns included a lack of technical expertise from the provider's third-party support technicians, as well as central billing issues.

iBAHN Solution

iBAHN installs Speed Solution, which offers two connection options when hotel guests first access the iBAHN system: "Capped" bandwidth high-speed Internet access for free or premium (larger bandwidth) high-speed Internet access for a price. Speed Solution also includes customer care specialists, who are available to quickly respond to hotel requests and manage hotel relationships, and dedicated technicians, who are expertly trained on iBAHN's equipment and systems and accessible to hotel staff and guests 24/7.

Results

Ray Cruickshanks, general manager at the Residence Inn Los Angeles LAX/EI Segundo, wasn't immediately sold on Speed Solution.

"I was skeptical," Cruickshanks said. "I thought the Speed Solution model was too good to be true. I said, 'Prove it,' and Speed Solution certainly has done that. It's saving me a ton of trouble and money." Customer service and satisfaction in relation to Speed Solution also seems to be at an all-time high, which is especially important to a hotel whose guests are employees of the defense and

Fortune 500 companies that surround the hotel's property. No guest complaints about high-speed Internet access have been escalated to Cruickshanks since iBAHN installed Speed Solution, and he is very satisfied with the technical support iBAHN provides.

"When a guest or hotel staff member calls support, they get someone who knows what they are doing," Cruickshanks said. "iBAHN has No. 1 technical people, and they are head and toes above the support we received before."

Another example of iBAHN's proven success

In addition to the Residence Inn Los Angeles LAX/El Segundo, iBAHN installed and tested Speed Solution in 12 major hotel brands. Of the more than 75,000 guests who used high-speed Internet access during the three-month trial, more than 8 percent of guests (on average) upgraded to Speed Solution's premium service. What does this mean for hoteliers?

- Reduced operating costs. Properties realize savings in both monthly operating fees and year-to-year. Actual savings achieved by one customer amounted to more than \$5,000 a month for a total of \$60,000-plus in annual savings.
- Decrease in guest support calls and fewer complaints about Internet speed.
- Guests appreciate having the choice of Internet speeds and are more satisfied with their Internet experience since bandwidth "hogging" and "spikes" are prevented.

For more information on how to get these results for your property, call 800-XXX-XXXX.

10757 S. River Front Pkwy, Suite 300
Salt Lake City, Utah 84095
800.848.8168 www.ibahn.com

