



“Our new WiFi system is amazing and it has been the biggest improvement to our hotel overall. We are so happy with our WiFi that I tell everybody I can within my hotel network about Thinix. They knew exactly what we needed to fix everything right away, they knew our budget, and they knew that we needed it done fast. They delivered.”

– Tammie Burch, General Manager
Quality Inn & Suites Casper, WY

Case Study

Robust WiFi Update Restores Soaring Satisfaction Scores

Platinum award-winning Quality Inn & Suites receives large guest satisfaction score increase after implementing a Thinix WiFi Network.

Located in the heart of Casper, Wyoming the Quality Inn & Suites boasts a glowing reputation, known best for their friendly service and spotless rooms. Just a short distance from the Natrona County International Airport and several local hotspots, this 92 room hotel is complete with a pool, fitness facility, and continental breakfast area keeps guests coming back throughout the year. However, this wasn't always the case for this Quality Inn & Suites.

Prior to May 2016, the WiFi scores at the Quality Inn & Suites of Casper were causing a drop in guest satisfaction ratings. Although Quality Inn & Suites of Casper provided complimentary WiFi access to their visitors, hotel guests frequently complained of dropped WiFi connections, slow landing pages, WiFi dead spots and poor guest WiFi support; resulting in lower satisfaction ratings.

With the notion that more than half of guests read online reviews before booking lodging accommodations, Quality Inn & Suites of Casper needed an overhaul on their existing WiFi network to fill this gap in the overall customer experience. In today's hospitality industry, both leisure and business travelers rely on WiFi to stay connected during their stay and building brand loyalty is more important than ever. Fast Internet and reliable WiFi is an easy-to-fix loyalty creation opportunity.





Helping Quality Inn & Suites Deliver an Excellent Guest Experience

Thinix expertly assessed the needs of this individual property to deliver a reliable wireless infrastructure. Thinix Hospitality Team tailored an affordable total cost of ownership (TCO) WiFi update plan that included new best-in-class WiFi hardware, full coverage property connection, cost-effective Thinix GuestFirst™ Support, and built in FamilySafe™ secure WiFi filtering.

In May 2016, Thinix installed a new gateway, a managed network switch and 47 Extreme Networks' in-room access points across the Quality Inn & Suites property. After making the switch to Thinix, Quality Inn & Suites of Casper management began noticing significant improvements to guest satisfaction ratings (specifically regarding WiFi). General Manager, Tammie Burch, notes a positive ROI stating that, "Our new WiFi system is amazing and it has been the biggest improvement to our hotel overall."

Offering more than just a few connection bars, the new wave of in-room access points have proved to be robust enough to connect the property's simultaneous users during the high-traffic booking season.

Investing in Your Guests is Essential

Because the new intuitive network does not require as many resources to manage it, the staff at Quality Inn & Suites of Casper are able to better invest their time in other areas of guest needs. While the Thinix technology has provided a faster, more reliable WiFi network that guests love, at the end of the day it all comes down to customer support and service. Thinix GuestFirst Support remains at the heart of the customer experience for our technology partners. "They delivered," said GM Tammie Burch, noting just one of the many reasons that Quality Inn & Suites of Casper continues to support Thinix. The WiFi reviews have continued to skyrocket and the hotel was recently selected as a candidate for 2017 hotel of the year due to their exemplary customer service and superior guest WiFi.

Technology Needs

- Wireless Infrastructure
- Brand Standard Technology
- BYOD Support
- Simple Network Management

Products Utilized:

- Wireless Network Gateway
- Managed Network Switch
- Extreme Network In-Room Access Points

