



## Case Study

# Making Guests Happy

## Best Western Best Western Plus Raffles Inn & Suites Improves Guest Satisfaction With Thinix

Anaheim, California has a population of around 400,000 and sits just outside Los Angeles. The city is most well known for being the home of the one and only Disneyland resort, bringing in millions of visitors each year. Located right across the street from the “Happiest Place on Earth” is the Best Western Plus Raffles Inn & Suites. Best Western Hospitality owns roughly 4,700 hotels worldwide, with about 2,000 in North America. This chain’s mission is to provide its guests the highest levels of service with integrity and honesty. This hotel is an excellent choice for guests looking for a comfortable, clean, and enjoyable place to stay on their Disney vacation.

### The Challenge

Best Western Plus Raffles Inn & Suites in Anaheim, California, had challenges with their WiFi connection. Employees had received complaints from guests about spotty WiFi, dead spots, and the connection simply being too slow. As a result, the owners were in the market for a solution that would fix these issues and give them the ability to offer reliable and secure guest WiFi.

The hotel also noticed a lack of guest-use PCs and Kiosks. Many of the guests staying at this Best Western are visitors on vacation at the Disneyland parks, and the Best Western team wanted to offer them more resources to increase their satisfaction with their stay.





## Best Western's Requirements

1. Secure WiFi so that all guests have the same access too
2. WiFi system with little to no dead spots
3. Guest-use PCs and Kiosks that are easy to use and install

## The Solution & Implementation

After consulting with the Best Western team, our Thinix engineers identified a few solutions for their challenges. Our first solution for this hotel was Thinix FamilySafe WiFi. Our FamilySafe WiFi offers cost-effective and fast WiFi for all guests with an advanced program for quickly deploying guest WiFi at your hotel. We offer a variety of wireless access points, resulting in a lack of dead spots throughout a hotel.

Our Thinix team also recognized the hotel's need for a business center. Implementing our guest-use PCs and Kiosks give guests a secure and reliable connection to the Internet, various applications, and even printing. These business centers allow guests on vacation to print passes or other documents they need for Disneyland. Also, guests can access any online information they may need to enjoy their vacation.

Both of these systems were implemented quickly with minimal disruption. Our products were set up during regular business hours and were not an interruption to the normal, day-to-day happenings of the hotel guests.



## The Results

After implementing our FamilySafe WiFi and Business Center solutions, Best Western has seen a spike in guest satisfaction. After a long day at the parks, guests like returning to the hotel room and relaxing with a movie or surfing the Internet. Their new WiFi systems allow them to do just that. Along with the WiFi, guests have also commented about the excellent convenience of the PCs and Kiosks, giving them access to printing and other online applications if needed.

