



## Case Study

# Positioned For Peak Performance

Award Winning AmericInn® Brand Standardizes Thinix FamilySafe® WiFi & Business Center PCs To Boost Guest Satisfaction Scores To A+

AmericInn by Wyndham is among the top brands in the mid-sized segment of the U.S. hotel industry. Prior to Wyndham acquiring the AmericInn brand, Northcott Hospitality was an integral part of growing the brand from 35 to more than 240 hotel locations across the continental United States.

Genuine hospitality and guest service mean more to the AmericInn brand than ever. Andy Fellows, Director of IT for Northcott Hospitality, is among experts who recognized that in the hospitality industry, perception is everything. "We have millennials out here leading the Trip Advisor scores, and the perception is that if one AmericInn has bad WiFi, all AmericInns have bad WiFi," remarked Fellows. Although this is not the case, AmericInn set out to

challenge this perception by achieving a more consistent WiFi network and business center PCs connectivity for all AmericInn locations. By choosing to brand standardize Thinix Business Center PCs and Thinix FamilySafe® WiFi, AmericInn has been able to skyrocket guest satisfaction scores and see positive returns on their investments. After Wyndham acquired the AmericInn brand, this trend has continued to yield positive results.





## The Challenge

Building brand loyalty is more important than ever. Fast and reliable WiFi is an easy-to-fix loyalty creation opportunity. In today's hospitality industry, both leisure and business travelers rely on WiFi and business center PCs to stay connected during their stay. With the notion that more than half of guests read online reviews before booking lodging accommodations, AmericInn needed a strong technology partner to support their guests' expectations.

The main challenge was that so many AmericInns were operating in the "sort of Wild West" mentality where anything goes for WiFi and PCs, making it incredibly difficult to achieve consistent results across all 240 locations. A few years ago AmericInn set specifications for the brand to uphold a certain bandwidth, but Fellows noted, "That didn't really move the needle much. Our customer SAT [satisfaction] scores were still lagging from our perspective." That's when Andy recognized that something more had to be done to brand standardize the AmericInn guest experience.

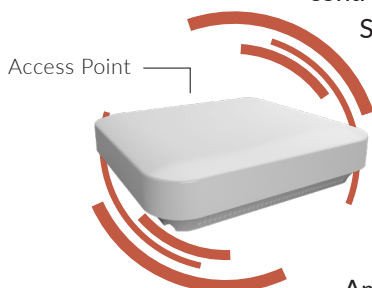
## The Brand Standard Choice

Fellows and his team, dug into their customer SAT scores. Each property and their current WiFi vendor and PC provider were compared and analyzed, which gave Andy and his team a valuable conclusion. According to Fellows, "Thinix really stood head and shoulders above everybody from a score perspective." In a side-by-side comparison, locations that were supported by Thinix were found to be outperforming the other WiFi vendor and PC provider locations with higher guest satisfaction scores overall. Director of IT for Northcott Hospitality, Andy Fellows, furthers his conclusion by noting, "If Thinix is already proving that they can do a better job than other WiFi vendors and PC providers, then why not make Thinix a brand standard?"



## The Solution

Thinix worked closely with AmericInn to architect a solution that cost-effectively delivered reliable wireless infrastructure and PC options for AmericInn franchisees. The new system designs provided significantly higher network capacity, met all the requirements of the AmericInn signal strength standards, and allowed guests to securely connect to the network with a designated business center PC. Key components included Extreme Networks 802.11ac in-room, hallway and meeting room access points (APs), Thinix-managed gateway controllers, 24/7 Thinix GuestFirst™ Support, and fully managed secure PCs.



Thinix also implemented a higher density of hallway APs and in-room APs when possible for the various AmericInn properties. Anthony

Clark, Director of Thinix Hospitality Team, notes, "The nice part about the in-room APs versus the hallway APs is the cost. Even though there's twice as many with the in-room APs, the cost isn't twice as much. We also cloud manage the APs and push out updates on a regular basis. We make sure they're up-to-date and generate alerts if they go down to ensure the property is performing at its peak." With FamilySafe WiFi, guests experience strong WiFi connections, fast WiFi speeds throughout an entire property at all times, and can securely connect to a managed PC for both business and leisure needs.

## The Results

Since spring of 2016, dozens AmericInn properties have made the switch to Thinix with positive results. AmericInn's Winona property has installed a higher number of APs for guests and has experienced an average guest satisfaction rating of 98.2% since making their switch in April. Additionally, AmericInn of Fairfield, Minnesota, won Voice of Customer High-Speed Internet Access Award with Thinix WiFi technology.

Because the new intuitive network designs for AmericInn do not require as many resources to manage, the staff at AmericInn's numerous locations are able to better invest their time in other areas of guest needs. While the Thinix technology has provided a faster and more reliable WiFi network and PCs 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.

"We are already seeing a difference in our scores. I've certainly had conversations with some of our franchisees who have made the switch to Thinix as their provider and they've seen huge improvements," said Fellows, noting just one of the many reasons that AmericInn continues to use Thinix WiFi solutions. By providing excellent service, the best value WiFi and guest PCs, people feel at home the moment they walk through the front doors.

