



“5 reasons hoteliers should choose RUCKUS solutions”

In the hospitality business, there has always been a link between guest expectations and the home experience. For most travelers, being in a home away from home means encountering those comforts and conveniences to which they've become accustomed no matter where they go. Over the past few years, keeping guests satisfied has required connected experiences that drive their new ways of working, playing, learning and living.

1

Elevating the guest experience

Elevating the guest experience begins with providing a powerful, always-on hotel wireless network. It's not just about stable connections for working, calls and emails. It's about seamlessly connecting guests to in-house services such as the spa, restaurant or front desk through your hotel app.

This network enables guests to engage in leisure activities through the cloud, accessing their favorite applications or stored files instantly. Whether they're casting from their phone to the TV for a Netflix or Prime binge, or they're enjoying a contactless check-in experience without waiting in line, our network ensures a personalized stay. Return guests that have their preferences set—from temperature to room type and floor—can experience more comfort and satisfaction.

With RUCKUS® seamless connection throughout their stay, guests are always on and always connected, ensuring a delightful experience now and in the future.



2

Improving operational efficiency

A strong hotel Wi-Fi® network can also be instrumental in making your hotel more efficient and creating a work environment that can help you attract and retain good employees.

For example, a smart wireless network can enable an automated welcome message to guests on their arrival date with instructions for frictionless travel. This frees up more time for team members to provide personalized service to those who want or need it.

Additionally, it enables housekeeping to know when a guest checks out or is away, facilitating efficient turndown services through internet of things (IoT) sensors. Moreover, it allows seamless communication between housekeeping and maintenance—ensuring prompt resolution of any mechanical room issues.

By deploying leak sensors on water lines, vibration sensors for HVAC appliances, or air flow sensors into the ducts, RUCKUS Networks helps maintenance monitor the health of your property, enhancing overall operational efficiency and guest satisfaction.



3

Optimizing property performance

With an agile wireless network, guest concerns or questions can also be addressed quickly and efficiently, improving the digital guest journey.

Recent research shows that 82% of consumers would willingly share their personal data for a better customer experience¹. By collecting and analyzing guest data through Wi-Fi, properties can better understand guest preferences, potentially reducing customer acquisition costs as much as 20%. RUCKUS solutions supply a crucial role in swiftly resolving network connectivity issues—ensuring uninterrupted service for guests and staff alike.

When connected to IoT beacons, your network can also deliver prompts to guests about cool drink specials on hot, sunny days or warm comfort food options on cool, chilly nights. What's more, IoT surveillance cameras can boost security by identifying suspicious activities, theft, and vandalism—and make your guests (as well as staff) feel safer.

Leveraging a strong Wi-Fi network, hoteliers can optimize revenue streams through targeted promotions and enhanced guest experiences. POS machines enable smooth transactions in various areas such as the bar, restaurant, and spa, while employees can earn bigger wages through efficient payment processing systems. Guests can conveniently settle bills with QR codes, making electronic payments hassle-free.

With RUCKUS-powered solutions, hotels can achieve seamless connectivity, efficient operations and, ultimately, a differentiated guest experience that sets their property apart in the market.

82% OF GUESTS

willing to share their personal data for a better customer experience



4

Becoming more sustainable

With increasing demand for eco-friendly accommodations, hotels investing in sustainability gain a competitive edge. Studies show that over 80% of travelers adopt sustainable practices², with 43% willing to pay more for sustainable options³.

Your robust Wi-Fi can help reduce waste in a number of ways. For example, permitting guests to use their smartphones to unlock their rooms helps eliminate the plastic waste of keycards. IoT

devices like smart thermostats and room sensors can adjust air conditioning, lighting, or even electronic blinds to help your hotel save energy while providing an inviting and comfortable atmosphere. IoT sensors that can alert you when a toilet or faucet is leaking go a long way toward reducing water consumption. Overall, IoT devices integrated into vibrant Wi-Fi can help hoteliers become more sustainable simply by tracking the performance of equipment and appliances throughout the property and alerting maintenance when repairs are necessary.

RUCKUS solutions empower hospitality businesses to reduce their environmental footprint, conserve resources, and contribute to a more sustainable future while reducing costs, improving operational efficiency, and enhancing brand reputation via increased guest satisfaction.

5

Staying future flexible

Since a large majority of hotels are still operating Wi-Fi 5 onsite⁴, now would be a great time to get ahead of the game and upgrade to a cutting-edge, scalable Wi-Fi 7 network.

With more than 233 million Wi-Fi 7 devices expected in 2024⁵, being able to support the 6 GHz band on your property will be critical to allowing these devices to deliver peak performance. Moreover, the IoT market is growing exponentially: The Wi-Fi networks that support IoT and unify the Wi-Fi and wireless technologies into a single network will enjoy a clear advantage.

RUCKUS Networks offers flexible solutions to enhance data security and meet the diverse needs of boutique hotels and international brands.



Find out how your Wi-Fi network can immediately help improve your occupancy rates, RevPAR and guest satisfaction scores.

To learn more about how RUCKUS can give your hotel a competitive advantage, [contact your local representative today.](#)

Ready for a network that's easier to manage and maintain? [Visit us online](#) to learn more about how our innovations were created to make your life easier.

www.ruckusnetworks.com

Visit our website or contact your local RUCKUS representative for more information.

¹<https://www.pwc.com/us/en/services/consulting/business-transformation/library/customer-loyalty-survey.htm>

²<https://www.machineq.com/post/the-future-is-now-esg-imperatives-for-hoteliers>

³<https://www.hospitalitynet.org/opinion/4114492.html>

⁴<https://www.wi-fi.org/news-events/newsroom/wi-fi-alliance-introduces-wi-fi-certified-7>

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