



CASE STUDY

“We have seen a huge positive impact with the new WiFi solution, and we’re thrilled with Hospitality WiFi because they have delivered on their promise to provide the best WiFi solution to meet and exceed the expectations of our customers. Simply put – the minute you speak with them, they make it clear that they have a vested interest in achieving the best results possible.”

Randy Stuart

GM & Regional VP
Red Lion Hotel Harrisburg
Hershey (PA)

COMPANY OVERVIEW

Red Lion Hotel Harrisburg Hershey (PA), catering to both business and leisure visitors, was experiencing issues with their existing WiFi.

REQUIREMENTS

- WiFi needed to cover 274 guest rooms & suites plus lobby, restaurant/bar, swimming pool, fitness center, meeting rooms, ballroom, and convention center

SOLUTION

- Ruckus Wireless solution with 91 access points

BENEFITS

- Zero troubleshooting calls, enabling staff to focus on customer service
- Zero negative guest feedback
- Large groups are pleased with the speed
- Quick response when needed

Hotel needed to replace poor WiFi that was driving away business

Red Lion Hotel Harrisburg Hershey (PA), a large, 3-star rated hotel property catering to both business and leisure visitors, had a problem: Their existing WiFi was performing poorly, with slow speed, low signals in spots, and not enough capacity for the number of users on the network.



The poor WiFi performance resulted in a high volume of complaints, and staff were spending too much time trying to fix the problem, taking away from their ability to provide excellent customer service. Online guest ratings began to suffer as well, and the hotel feared that they were losing business by not providing the kind of experience that guests expected.

To solve this problem, the hotel called in Hospitality WiFi to design and install a new HSIA solution. Randy Stuart, GM & Regional VP, said that the hotel chose the Hospitality WiFi team because “Simply put – the minute you speak with them, they make it clear that they have a vested interest in achieving the best results possible.”

Hospitality WiFi had to consider a number of challenging factors in devising a better WiFi solution for the property. A fast, reliable WiFi signal needed to be available not only in each of the 274 guest rooms and suites, but also in areas such as the lobby, restaurant/bar, swimming pool, fitness center, meeting rooms, ballroom, and convention center. There were multiple buildings to cover, and capacity needed to be sufficient for both business and leisure customers. Since the hotel included some larger meeting areas, the solution also needed to offer enough capacity for the sizeable number of people that might need WiFi in those areas.

The new WiFi solution uses 91 Ruckus Wireless access points to blanket the property with a fast, reliable signal. Hospitality WiFi also ran fiber connections between buildings to improve connectivity and increase capacity to accommodate the large amount of traffic on the network.

With no more need to spend their time troubleshooting WiFi problems, staff can now focus on providing excellent customer service. Groups using the larger meeting spaces have been pleased with the speed and performance of the network, and the hotel has seen negative feedback regarding the WiFi drop to zero.

Regarding the results, GM Stuart said, “We have seen a huge positive impact, and we’re thrilled with Hospitality WiFi because they have delivered on their promise.”

