Creating the digital hotel of the future

Hyatt Regency Santa Clara transforms guest experiences and grows its bottom line with enhanced Wi-Fi and analytics.

"Since introducing our next-generation Wi-Fi, we've increased revenues up to 20 percent per month."

– Dania Duke, General Manager, Hyatt Regency Santa Clara

In the heart of Silicon Valley, hotel guests expect Wi-Fi service to be fast, free, and always available.

Challenges

- Offer reliable, high-speed Wi-Fi with continuous roaming service
- Measure guest preferences and behavior
- Create digital hotel model to replicate globally

Located at a hub of innovation, Hyatt Regency Santa Clara caters to sophisticated, technology-savvy guests. This made it the perfect location for Hyatt Hotels to use as a model property in its quest to create the digital hotel of the future.

Wi-Fi is one of the most visible services a hotel provides, and is crucial to guest experiences and loyalty. "We had limited Wi-Fi coverage that was not designed for the modern, mobile digital guest," explains Dania Duke, general manager at Hyatt Regency Santa Clara. "We quickly learned that to stay competitive in Silicon Valley, we need to have the fastest, best Wi-Fi available."

The hotel also wanted to use data and insights about guests' location and behavior to improve advertising effectiveness and increase revenues from its Evolution Café & Bar, TusCA Restaurant, and other services. "We saw an opportunity to transform our Wi-Fi infrastructure from a cost center to a revenue generator," says Duke.

Case Study | Hyatt Regency Santa Clara

Size: 501 rooms | Location: Santa Clara, California | Industry: Hospitality

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Cisco® Connected Mobile Experiences (CMX) solution detects, connects, and engages users anywhere in the hotel.

Solutions

- Captured location intelligence with Cisco Mobility Services Engine
- Used Wi-Fi and analytics to enable one-on-one advertising
- Delivered notifications with Cisco Mobility solutions

Creating personalized mobile experiences

Guests can now connect to hotel Wi-Fi automatically and be presented with customized service based on their real-time location.

"We can notify guests on their devices that their guest room is ready, or that their car is at the valet," says Duke.

Building loyalty through better experiences

A consistent, unified mobile experience is improving guest satisfaction, as evidenced by a marked improvement in Net Promoter Scores (NPS) and a twofold increase in Twitter followers.

"We can help people navigate or find others," says Duke. "Real-time alerts help us adjust staffing levels to match guest traffic."

Increasing marketing effectiveness

With insight into customer segment, preferences, and location, the hotel can target guests with offers and dynamic digital signage. It can test pricing or offers to fine-tune revenue enhancement.

Growing revenues up to 20 percent

By developing and monetizing its wireless ecosystem, the hotel has increased revenues through repeat stays, and longer dwell time in its restaurant and bar.

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Results

- Grew revenues up to 20 percent using guest Wi-Fi for data and marketing
- Offered a continuous Wi-Fi experience
- Contributed to a 65-point increase in Net Promoter Scores (NPS)

A global opportunity

Hyatt now has a proven model to improve Wi-Fi experiences at its properties around the world, potentially increasing revenues and guest satisfaction at every location.

"By transforming guest experiences, we can improve customer loyalty for our properties worldwide," says Duke.

Products & Services

Wireless/Mobility
- Cisco Connected Mobile Experiences (CMX)
- Cisco Prime™ Infrastructure
- Cisco Mobility Services Engine
- Cisco Aironet® access points with integrated 802.11ac

Services
- Cisco SMARTnet Service

Partners
- WeLink
- Phunware
- Swisscom

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