

CASE STUDY

Mövenpick Hotels & Resorts partnered with Airangel to enhance their guests' Internet experience and build a solid technology foundation for its more than 80 hotels worldwide.

About Mövenpick Hotels & Resorts

Mövenpick Hotels & Resorts is one of the world's most reputable upscale hotel management companies. Since it was established in 1973, the hospitality firm has expanded its international presence and today, manages 20,000-plus rooms in more than 82 hotels across Africa, Asia, Europe and the Middle East. With ambitious plans to further expand its footprint across these continents, the company is on track to meet its target of operating 125 properties by 2020. The company's global workforce of 16,000 hospitality professionals are trained to ensure Mövenpick's traditional Swiss values are always upheld, guaranteeing the 7.5 million guests who stay with them every year are well looked after.

The Technology Challenges

"Wi-Fi Everywhere" is one of Mövenpick Hotels & Resorts Brand Signatures showing they recognise one of the most important aspects of their guests' stay is a frictionless and reliable WiFi experience. It's a challenging project with more than 80 properties, in nearly as many countries, each with its own Local Service Provider (LSP) managing the LAN and supporting the WiFi infrastructure.

The hotel group, which prides itself on "making moments" for guests were presented with several challenges, particularly the ability to have a unified, branded guest login process across all properties, with guest roaming with seamless login, the provision of personalised welcome back messages to returning guests, and integration with their world-class CRM Oracle CX CRM system.

The Airangel Solution

Mövenpick partnered with Airangel to transform the guest internet experience and to build a foundation for the future. "One of the biggest challenges facing the global hospitality industry today is delivering a consistent guest WiFi experience across continents, languages and satisfying all regional compliance requirements" stated Irvin Aldridge, Airangel's Chief Customer Officer. "The number of LSP's and the distributed nature of the estate, presented a fantastic opportunity to tackle new problems. Airangel are now providing insights on guest usage & technology performance in order to help both the LSP's and Mövenpick Hotels & Resorts focus their resources on those hotels with the greatest opportunity to improve service".

Mövenpick set out to implement a platform that provides the same seamless WiFi experience across all hotels. By installing an Airangel Cloud Managed Router (CMR) at each site and by having access to Airangel's Genisys cloud dashboard, the hotel operator can enforce a single guest experience and report on all properties through a single pane of glass.

The reports available in Genisys provide visibility of network performance across the 80+ hotels. This was of great importance due to there being several different hardware vendors and LSPs providing local services. The insights enable Mövenpick to measure WiFi performance and rectify any sites presenting a variable guest experience.

With the integrations into the CRM systems, Mövenpick can continuously enrich the guest experience and increase guest satisfaction.



TESTIMONIALS

“Airangel was able to provide a solution that centralized the control of our WiFi across all of our hotels world-wide. Our guests now receive a consistent experience with a once in a lifetime login and this significantly improved our customer satisfaction scores for WIFI. We are the first global chain to provide such experience in every country we operate.”

Floor Bleeker, CIO, Mövenpick Group.

“Partnering with Airangel gave us a cloud platform that allowed us to make wirelessly roaming between our hotels an easy task. Today, our guests only need to sign up once using their email or social login and from there they would be automatically recognised in any Mövenpick Hotels & Resorts property across the globe and have access to the internet”

Tariq Valani, Vice President – IT Infrastructure and Operations, Mövenpick Hotels & Resorts.

“We started working with Airangel in 2016 with the first hotel in Dubai and later it became our standard HSIA solution for all Mövenpick properties across the world. Since then, the internet experience has totally changed and enhanced with a lot of added value to our guests and IT team.

We had a lot of positive feedback and satisfaction from our external and internal customers which significantly increased the quality of guest internet score compared to the previous year.”

Roger Tabbal, Director IT Customer Service Management, Mövenpick Hotels & Resorts.

“Ease of Login was on the biggest concern before we moved on to Airangel. Collectively, we have designed such a unique login experience where guest can have the internet access in minimum number of clicks. To make this journey smooth and user friendly. Airangel’s latest Platform, “Genisys”, has been an advantage as we can monitor the performance of the complete estate in one dashboard.”

Prashant Dutta, VP Information Technology - Customer Service Management