CASE STUDY
INDUSTRY: HOSPITALITY

380+ location hotel chain

Client Overview

This **380+ location hotel chain** is a midscale chain of limited-service hotels across North, Central, and South America. The hotel chain provides contemporary accommodations and modern amenities that appeal to business and leisure travelers seeking a friendly atmosphere and thoughtful extras. The competitive advantages offered by the hotel chain include affordable room rates, suitable amenities with complimentary daily breakfast, pet-friendly rooms, and free Wi-Fi.

380
Active locations

32,933
Rooms supported

12+ Years
Serving this client

15%
Savings

The Need

This hotel chain was consistently experiencing slow DSL internet speeds, affecting hotel guest satisfaction and the digital experience within its customer support department. With a small support team located in its corporate headquarters, agents faced daily operational setbacks working with various local telecom carriers, preventing effective and efficient handling of customer calls. Additionally, upper management would have to contact the carrier directly for network issues. As a result, the hotel chain needed a single vendor who could provide a faster, more reliable network and a partner capable of monitoring services and troubleshooting network-related issues.

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The Solution

- This hotel chain **streamlined over 20 telecom carriers** supporting its internet circuits and partnered with Velocity as its sole technology vendor.

- Velocity installed dual connectivity to refresh its dated technology and equipment, ensuring **sufficient network bandwidth** and connected VBAND®, its proprietary router to serve as a gateway, load balancer, and V-CLOUD™ appliance, which also provided multiple gigabit ports.

- In conjunction with VBAND, V-SELECT®, Velocity's proprietary client portal, was leveraged to **monitor and manage the network accurately** and detect when something is down as it's happening. As a result, V-SELECT enables Velocity to quickly respond and resolve network-related issues, providing reliability and keeping its network up and running. In addition, this tool, accessible by the hotel chain, offers both insight and transparency of technical operations by providing **on-demand metric reports and full network visibility**.

160
Circuits

5,000
Monthly Avg ticket intake

262
Monthly Avg guest calls

The Results

Cost savings: Leveraging Velocity's proprietary equipment replaced multiple devices within the network topology. These technology upgrades and equipment swaps reduced both infrastructure and support costs. Additionally, consolidating tech vendors to a single vendor and opting in with Velocity **saved the hotel chain 15%**.

Technology enhancements: The hotel chain needed a technology refresh. Velocity **upgraded dated systems** and equipment with proprietary technology to monitor and manage the network — and upgraded slow DSL speeds to a **faster, more reliable network** with higher bandwidth.

Customer-driven solutions: This hotel chain needed to ensure sufficient network bandwidth and required customized services. Furthermore, the hotel chain requested the visibility of specific numbers and capabilities of the V-SELECT client portal in order to make cost-saving decisions for the company. This involved Velocity building a tool within V-SELECT to **show bandwidth usage percentiles** and then input certain thresholds based on the hotel chain's needs. Velocity was willing and able to take on this project while other carriers would not, nor had the current capability to show such data insight into a customer's network across its multilocation enterprise. And, Velocity built this customized feature within V-SELECT in **just 3-weeks**.

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Superior customer service: Velocity's support teams provide fast response times for customer issues and monitor its network's performance 24/7, allowing the hotel chain to focus on driving guest satisfaction and providing superior experiences for guests during their stay.

Today

Velocity has proudly served this **380+ location hotel chain** since 2009, providing enterprise solutions and managed services that monitor, manage, and maintain the overall health and performance of its network. What began as a service agreement supporting 100 hotel locations cultivated into a staggering 380 hotels across the U.S. In recent years, free-to-guest TV, high-speed internet, and guest Wi-Fi were added to the hotel chain's growing list of services provided by Velocity. Today, while the hospitality industry is in recovery mode post-pandemic, this hotel chain is profitable and is focused on high-quality conversions and property development of its hotels in the U.S. and around the globe. Velocity is fully committed to its partnership with this hotel chain and supporting its technology needs.

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