

County Hotel

Hotel Thrives with Wi-Fi Hotspot

Successful Northumbrian hotelier Peter Harding has seen revenues increase 10 per cent since he started offering guests free internet access in September 2008. Peter runs The County Hotel, a small, family-run business in Hexham, Northumberland.

Following repeat requests for Wi-Fi access from a number of guests, he began to consider the value of making the service available to his customers.

The Solution

As a BT Business Total Broadband customer, Peter was able to turn his existing BT Business Hub into a public, BT Openzone wireless hotspot for free. His Hub now broadcasts a separate signal, allowing guests to access the internet via a secure channel, 24 hours a day.

Around 60 per cent of Peter's guests visit his hotel on business, and the round the clock internet access, allowing them to work and remain productive away from their office, is a huge draw.

Up to 13 users can use the BT Openzone hotspot at any time at broadband speeds of up to 512Kb. Peter's own traffic is always prioritised so that his broadband speed and the security of him and his guests is never compromised.

Users are protected via a business grade firewall at all times, while content screening allows the Hub owner to control access to the internet. The facility is easy to set up and also gives the option to make calls over the internet with an optional subscription to BT Business Broadband Voice.

The service has been so successful that on average, 20 guests a week now log in to check emails, surf the web or make VoIP calls. The County Hotel has seen a 10 per cent rise in repeat bookings from business travellers – plus those who've extended their stay, significantly boosting trade.

"We've also seen a rise in incremental food and drink spend as most guests buy a coffee or snack while online."

Peter Harding, County Hotel

As part of his broadband package, Peter also receives 250 BT Openzone minutes per month to use at a choice of more than 120,000 commercial and residential hotspots, including hotels, coffee shops, transport hubs and marinas, plus extensive coverage across 12 UK city centres.

Peter has also listed the County Hotel in BT's hotspot directory, making it easy for new customers to find a hotspot location in their area.

About BT Business Broadband

The new BT Business Total Broadband Hub enables businesses to choose to provide visitors to their premises with Wi-Fi access – either as a free service or by selling BT Openzone vouchers to create a new revenue stream.

Customers access the Wi-Fi hotspot via a secure and separate channel, ensuring the owner's traffic and security is never compromised.

The hotspot is automatically enabled in the new BT Business Total Broadband hubs at no extra cost.

More than 200,000 BT Business customers have now received upgrades to their existing Hub to enable them to also access the benefits of the new upgrade.

BT Business broadband users also receive monthly BT Openzone minutes which can be used at a choice of more than 130,000 commercial and residential hotspots around the UK.

For more information or to find out how to activate your BT Business Hub, visit www.bt.com/business/help/hubopenzone

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This BT article was produced by Octane PR as a brief overview. A more detailed case study may be produced in due course. If you have any queries concerning this article, or about the BT Business customer endorsement programme in general, please contact the helpdesk by email btdesk@caseworks.co.uk or telephone +44 (0) 20 8502 2002