

Hill Top Farm

Free Wi-Fi Access Boosts Rural B&B

William and Jane Grant run Hill Top Farm, a B&B near the market town of Oakham. After hearing about the benefits of offering Wi-Fi from a fellow hotelier, the couple started providing free guest access.

The Solution

As a BT Business Total Broadband customer, William 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.

William believes that the service differentiates Hill Top Farm from the local competition and helps attract new customers.

"Guests often think they won't be able to find free internet access in a rural location. We wanted to bring them the benefits of the web whilst also being able to enjoy the tranquillity of the local area. The bed and breakfast market is very competitive so anything that gives us an edge over our competitors is a plus."

William Grant, Hill Top Farm B&B

Up to 13 users can use the BT Openzone hotspot at any time at broadband speeds of up to 512Kb. William and Jane's own traffic is always prioritised so their broadband speed and security 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 allows users to make calls over the internet with an optional subscription to BT Business Broadband Voice.

The service has been so successful that around 25 per cent of Hill Top Farm's customers now use the facility.

"Most of them use the internet to find out about local attractions, or just catch up on emails. They really appreciate the opportunity to get online quickly and easily. We've seen repeat visits and new bookings increase by 10 per cent since we started advertising the service."

William Grant, Hill Top Farm B&B

William and Jane also receive 250 BT Openzone minutes per month as part of their broadband package. These can be used 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 major UK city centres.

In addition, Hill Top Farm B&B is listed in BT's hotspot directory, making it easy for new customers to find their local hotspot.

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