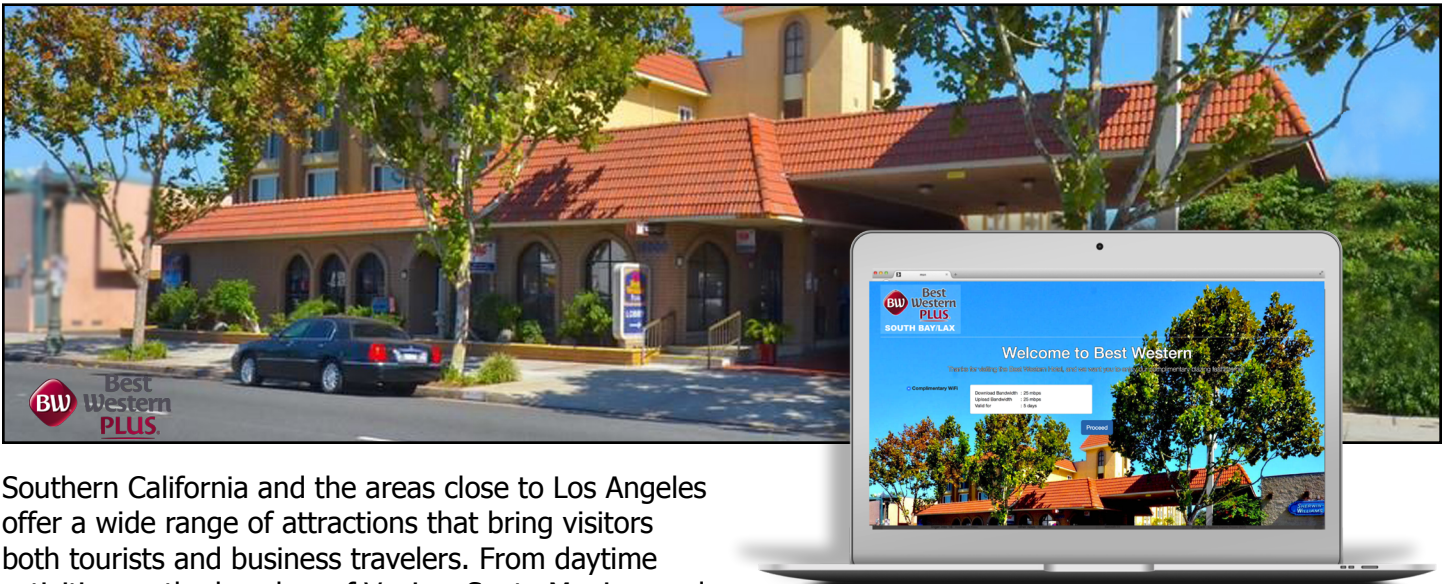


## Best Western Hotel Enhances Guest Satisfaction with RaGaPa CaptiveXS Solution



Best Western Captive Portal

Southern California and the areas close to Los Angeles offer a wide range of attractions that bring visitors both tourists and business travelers. From daytime activities on the beaches of Venice, Santa Monica, and Redondo, and world-class shopping, to the nightlife of Sunset Strip, the Hollywood Bowl, and more, tourism is of the highest standard. As a result, hotels must ensure that guest satisfaction is kept equally high.

### A Basic Need Met by Netgear and RaGaPa CaptiveXS

The Best Western hotel at South Bay/LAX offers guests easy and secure access to the internet. The hotel knows how important it is to stay close to its customers and respond fast to their feedback and anticipate their requests. Guests also need to know how to maximize their enjoyment during their stay, and Wi-Fi connectivity is the way many of them expect to access that practical information.

Young Chai of PCNet Cypress, IT consultant for the Best Western hotel, saw an opportunity for the hotel to combine top quality Wi-Fi service with smart in-house guest surveys and promotions, using solutions from Netgear and RaGaPa. The RaGaPa CaptiveXS easily integrates with the Wi-Fi network and lets the



hotel insert messages, advertising, and other relevant and timely content, which is then displayed on the browser of any user connected to the Best Western's free Wi-Fi.

### Easy, Informative, and Advantageous for Guests and Hotel Management

Hotel managers at the Best Western know that the best time to get feedback from guests is when they staying at the hotel. The hotel can then respond to answer queries or resolve any complaints before visitors post them on social media or travel information sites. By inserting into the guest Wi-Fi an invitation to answer a customer satisfaction survey, Best Western can stay a step ahead. It can also send information on its own offers and those of its business partners, for example, for car rental or excursions.

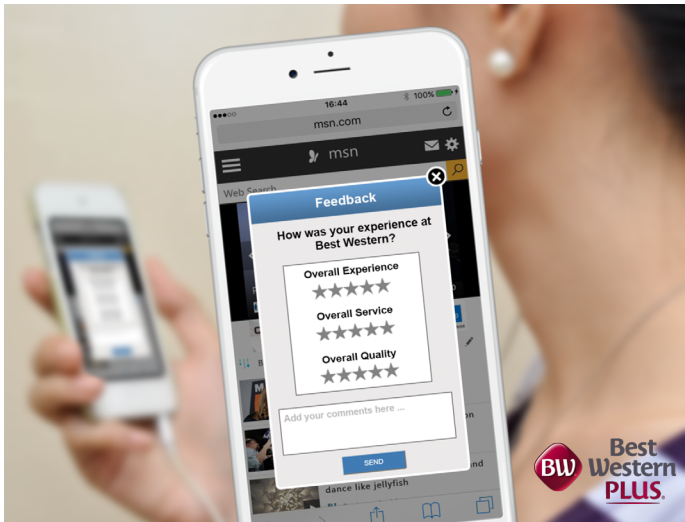
The RaGaPa solution works uniformly on all platforms, browsers and screen sizes. Messages and ads can be displayed visibly, yet discretely, thus contributing to a great Wi-Fi user experience overall.

# RaGaPa

## p2: case study

All information can be updated at any time from the cloud dashboard, keeping the content fresh and up to date for guest users.

Chai, who worked on the installation and the configuration of the different RaGaPa features, points out that the easy-to-use management dashboard for RaGaPa has a further feature of interest – user analytics. Best Western can now see statistics at any time on which kinds of user connected with which device, to which sites or pages, and when. As Chai says, “With RaGaPa, Best Western now gets guest data and feedback instantly, and can act on them immediately. That impresses their customers and boosts business.”



The guest Wi-Fi service is consistently good, by design. Connections are capped at 25 Mbps, which gives users the high speed they want while at the same time preventing any single data-hungry user from downgrading the network. Users can log in through Facebook, Google, and other social

*“Business value is a priority for hotels and other customers, and the Netgear/RaGaPa guest Wi-Fi solution is a significant step in that direction.”*

Thomas Cheng,  
Senior Product Line Manager for Wireless

media. The advanced content filtering feature helps the hotel provide a safe and family-friendly web browsing experience.

### Monetization is a Major Feature

With RaGaPa, Best Western already gets the benefit of increased guest exposure to its special deals and offers. There are also other opportunities for monetization such as selling Wi-Fi advertising time and space to local business partners, thus providing an additional revenue stream to the hotel owner, and a Netgear and RaGaPa installation can pay for itself in a little over one year. Thomas Cheng, Senior Product Line Manager for Wireless at Netgear, sees this as a sizable advantage for all such installations: “Business value is a priority for hotels and other customers, and the Netgear/RaGaPa solution is another significant step in that direction.”



The RaGaPa CaptiveXS Portal makes it easy for staff to manage, setup accounts, create marketing messages, and publish advertising immediately. The cloud-based system is accessible from any location and is regularly updated. The RaGaPa CaptiveXS solution has been installed on off the shelf hardware for Best Western, to give seamless operations using bandwidth control on a per user basis for network stability and overall performance. Hotel guests do not need to download or install any additional app or software to make the system work. For details contact RaGaPa: [info@ragapa.com](mailto:info@ragapa.com), or visit [www.captivexs.com](http://www.captivexs.com).

*“With RaGaPa, Best Western gets guest data and feedback instantly, and can act on them immediately. That impresses customers and boosts business.”*

Young Chai, PCNet Cypress