



INFINIUM
CONNECTED TECHNOLOGY™

CASE STUDY

Seafield Caravan Park

SERVICES PROVIDED



WIFI
SOLUTIONS



WIFI
SUPPORT



Our Relationship:

Seafield were introduced to Infinium over 10 years ago to support their IT network.

Infinium obtained management of the WiFi network through an acquisition and have supported both their IT and WiFi since.





The Need:

Seafield recognised the importance of great WiFi as a key customer requirement when customers book holidays. Having an excellent WiFi service ensures customers have a home from home holiday experience, which has a large impact on repeat bookings.

Seafield previously offered outdoor WiFi but recognised the need to upgrade their provision to make the most of the advances in technology and meet the expectations of their customers.





The Process:

Infinium worked with Seafield to fully understand both their requirements and in-turn what they would like to achieve to support their customers.

We were able to translate this into a clear set of requirements and then into a technical solution that could be understood by the client.

We recommended a number of options with explanations of the benefits to allow Seafield to make a fully informed decision on what was the best WiFi solution for Seafield and their customers.



The Solution:

Seafield appreciated that an investment in a Direct to Van WiFi solution which brought the access point inside the accommodation and made for a home from home experience was the best solution for their guests.

The solution considered both technical and practical use of the WiFi whilst considering security and regulatory compliance.





The Results:

Infinium worked with Seafield to ensure the installation met the aesthetics of the park, with discreet equipment being installed.

The WiFi solution was easy to use and users were able to gain full use of the WiFi without any compromises.

Seafield embraced the solution and introduced new technology such as smart home devices that benefitted from having a quality WiFi platform.

Customers could take advantage of high-bandwidth streaming services and could connect multiple devices such as games consoles and smart TV's ensuring everyone was pleased with the WiFi service.

Our Account Management and Service Delivery Management processes ensured that we had regular dialogue with the client with proactive calls to site to ensure Seafield and their customers were happy with the quality of the WiFi network.



The Feedback:

Of those guests that commented on the WiFi provision in 2018

91%

} Rated the quality of the WiFi connection as what impressed them most about their stay or one of the most important features of their caravan.



Of these, half cited the quality of the WiFi and improvement in the WiFi service as the thing that had impressed them most about their stay at Seafeld.

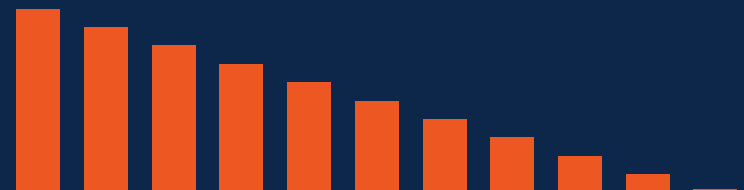
The other half said that having a great WiFi connection was one of the most important features of their caravan.

The Return:

Following investment into the Infinium's WiFi provision:

98%

} The number of WiFi issues reported by hire fleet guests fell by 98%.





Professional WiFi Solutions and Support

Connect with our experts:
Call: **0808 169 1551** or visit: **www.infinium.co.uk**

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