AI-powered UXI in hospitality

Ensure a seamless digital guest experience

Introduction

The network is at the center of the guest experience

Travelers are increasingly blending work and vacation into multi-purpose trips, using IoT, mobile devices and BYOD practices to manage check-ins and other activities. These behaviors have driven the hospitality industry toward a significant digital transformation, making connectivity central to the guest experience.

Challenge

A small network glitch results in instant escalation

During their stay, guests connect through their phones, watches, and laptops for business meetings, participating in conferences, streaming videos, making requests, and controlling room lights. Slow or unreliable connections are unacceptable to guests but also impede staff productivity when using business apps for hotel operations. This makes the role of IT exceptionally important.

Solution

AI-powered HPE Aruba Networking User Experience Insight (UXI)

HPE Aruba Networking UXI offers a seamless way to monitor the guest digital experience around the clock. UXI sensors can mimic the behavior of a guest or staff, testing critical applications and providing near real-time insights into what is working and where the network is falling short.

With features like Path Analysis, which offers a comprehensive blueprint of outbound traffic over the global network, and Web Application Testing, which proactively tests the step-by-step workflow of users on various web applications, the IT team gains a detailed visualization of network and application performance. This also allows them to identify potential issues and determine root-cause effectively.

A real-life example

A major hotel chain in the US upgraded its network infrastructure to both support hotel management operations and improve the digital experience for its guests. They integrated user requirements into the network - including light and temperature control, on-demand requests, back-end operations, and access to room entertainment units. Additionally, they revamped their captive portal with new branding and features to enhance security and data collection capabilities.

The IT team deployed UXI sensors to validate the network upgrade and to gain insight into the digital experience. Within minutes of activating the UXI sensors, they started to receive alerts about the captive portal being inaccessible. UXI analysis identified a DNS issue as the root-cause, revealing DNS had blocked the captive portal website due to a misconfigured access point. The IT team adjusted the access point settings, and soon after, the UXI dashboard confirmed the change by switching from a red to a green indicator, signaling the portal was functioning correctly.

Recognizing the immediate return on investment, the IT team deployed additional UXI sensors throughout the entire facility to test the reachability and responsiveness of point of sale, customer management, hotel management, printer, IoT, web applications, access points, and switches.

Summary

HPE Aruba Networking User Experience Insight provided an immediate return on investment and became the preferred solution for end-user experience monitoring. The easy-to-deploy on-site sensors and cloud-hosted dashboard reduced the number of times IT was deployed to fix network issues while enabling them to proactively validate network upgrades.

Learn more about HPE Aruba Networking UXI.

Figure 1. HPE Aruba Networking UXI cloud-based dashboard

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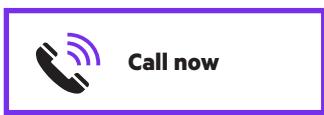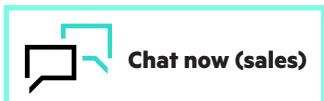
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