

**PAS**

MOBILE, MESSAGING &amp; MIDDLEWARE TECHNOLOGIES

**Company Name:** Candela DAC Actons Hotel**Project Title:** Candela Actons Innovation Voucher**Funding:** Enterprise Ireland Innovation Voucher

The company has traded as a hotel operating company since incorporation in 1999.

Actons Hotel Kinsale is Kinsales oldest hotel established in 1946. Actons Hotel

Kinsale has been operated by Candela since 2007.

#### PROBLEM TO BE SOLVED



Actons Hotel Kinsale provides free WiFi to hotel customers and is interested in leveraging the existing WiFi infrastructure to engage more effectively with on-site customers, to promote increased sales of on-site services. In addition further insights into customers can aid ongoing marketing activities of the business and improve customer loyalty.

#### HOW GATEWAY DELIVERED SOLUTION FOR INDUSTRY



Provided a technology audit of the existing WiFi infrastructure. Researched existing solutions and strategies for customer engagement. Deployed a trial implementation of a suitable product, working with staff on site to develop strategies for it's use in customer engagement. Developed a roadmap for Wifi engagement in Actons Hotel Kinsale

#### IMPACT FOR THE COMPANY



The project provided the company with a technical road map that helped it better define and understand the operational and technical challenges it needed to meet in order to achieve its strategic objectives regarding using existing WiFi infrastructure in concert with third party solutions to improve customer engagement.