



## World-leading hotel & casino brand enjoys 64% boost to sales after launching Chargifi Wireless Charging.



### Challenge

As a world-leading hotel brand, our client is dedicated to improving their guest experience and encouraging new guests to stay in their hotels. How could they improve their guest experience while gathering robust insights to show a clear return on investment?

### Opportunity

The worry of finding yourself without sufficient battery is only heightened when you travel. No traveller wants to be stuck in an unknown city without means of contacting anyone or booking your Uber! For this hotel's guests, worrying about having sufficient battery was having an impact on their day and their hotel experience ; there had to be a solution.

### Solution

The Chargifi team partnered with the hotel to discover the best location to provide their customers with wireless power to alleviate their battery related headaches; the hotel bar. As a popular communal area open 24 hours a day, the hotel's guests often spent time there when they first arrived, during their stay and just before check out. Once the wireless deployment in the bar was up and running, the hotel had access to a wealth of insight into guest behaviour through the reporting on the Chargifi platform. This data enhanced their existing customer knowledge and enabled them to make informed tweaks to their services. In just 6 weeks we found that hotel guests spent longer at the hotel bar, happily charging their devices and enjoying the enhanced bar services - no more headaches here!

### Business benefits

1. Sales have soared with an 64% increase in order per bar stool.
2. Hotel guests are spending longer in the bar, with an average charge time of 45 minutes per device.
3. Guests are more satisfied, one guest even exclaiming “this would be the reason I'd come back here”.

### Customer benefits

1. Guests can enjoy the bar area without the inconvenience of heading back to their rooms to charge their devices.
2. The hotel experience has been enhanced with this truly useful, customer-centric touch.
3. Guests check out with satisfaction with their stay and are more likely to return again.