

CASE STUDY: The Restaurant Group

The Challenge

- *To completely design and install both a wired and wireless infrastructure throughout, delivering secure and reliable Wi-Fi to both guests and restaurant staff.*

The Solution

- *A wireless LAN consisting of approximately 1200 Aruba Ap105s, Aruba 3600 wireless LAN controllers and a number of Aruba Amigopod guest management servers.*

The Results

- *A fully-secure and reliable network infrastructure, providing robust restaurant Wi-Fi coverage, helping to improve guest satisfaction and customer relationships.*

Ensign Delivers a Secure, Reliable, and Manageable, Guest Wi-Fi Solution to one of the UK's Leading Restaurant Chains

The Restaurant Group Plc operates over 470 restaurants and pub restaurants across the United Kingdom. Delivering a casual dining experience that is suited to a range of ages and tastes, their focus on great food and friendly service has helped build a large and loyal customer base.

With so many sites, Ensign knew that each deployment was likely to come with its own set of challenges. Providing a consistent and uniform Wi-Fi experience throughout the estate would be a key indicator of the success of the project.

Customer Expectations

Today's multi-media landscape is characterised by our desire to remain connected, wherever we are and whatever we are doing. Whether we are updating social media, checking our email or simply occupying ourselves whilst waiting for our food order to arrive, a great Wi-Fi experience can go a long way towards consumer satisfaction, brand loyalty and an increase in positive referrals.

This has led to an expectation among paying guests for free Wi-Fi provision within hospitality environments, in particular restaurants and hotels. Reacting to this rapidly evolving market, The Restaurant Group realised that providing secure guest access to their Wi-Fi network would allow them to remain competitive, whilst adding another layer of customer service to their already popular dining experience.

Wi-Fi Analytics

For many pubs, restaurants and bars, leveraging their Wi-Fi to better understand the needs and requirements of their customers has become an incredibly valuable asset. Tailoring offers and promotions to suit the habits of existing customers can yield a far greater return than traditional push marketing methods.

National Wireless Rollout

After receiving plans for each site, Ensign completed a set of site survey heat-maps which would ultimately dictate the number and location of wireless access points and thus the level of coverage that could be expected within each of TRG's restaurants.

A business-grade Aruba Networks solution was then designed to achieve centralised control of the Wi-Fi, utilising four Aruba 3600 wireless LAN controllers for effective load balancing of the 1000+ access point estate.

Put simply, this configuration allowed granular control of the network, enabling administrators to visibly manage the users gaining local access to their public internet through the restaurants' broadband connection.

Adding a secondary level of control, the Aruba solution was coupled with Aruba Amigopod (a guest Wi-Fi network management system) which provides bandwidth usage reports and password management, as well as a branded splash page containing the login prompt and password receipt.

Competitive Edge

The success of this deployment has exceeded all expectations, with business across the chain of restaurants showing a significant increase as a result. Not only are The Restaurant Group's guests now receiving free Wi-Fi with their meals, which may very well provide that all important competitive edge over their competitors, but, from a marketing perspective, the business can now benefit from the insights that the Wi-Fi provides.

Through tying the username and password receipt to an email or text message, The Restaurant Group now have an ever-growing database of the people who visit their restaurants, highlighting exactly who their customers are and, more importantly, what incentives they are most likely to respond to.

Managed Support

As with their dining service, ensuring that their customer Wi-Fi provides a consistent user experience every time was crucial for The Restaurant Group. Often, having a poorly performing Wi-Fi solution can be more harmful than not offering one at all, increasing the importance of a well maintained wireless infrastructure with the capability to mitigate faults before they affect quality-of-service.

Ensign's professional network support and maintenance service gives TRG's restaurants the assurance that their network is kept running as is desired. Covering the estate with a 15 x 7 support response SLA, TRG's support agreement covers both hardware and infrastructure faults with the assurance that an Ensign Engineer will provide an on-site fix should any issues occur.

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