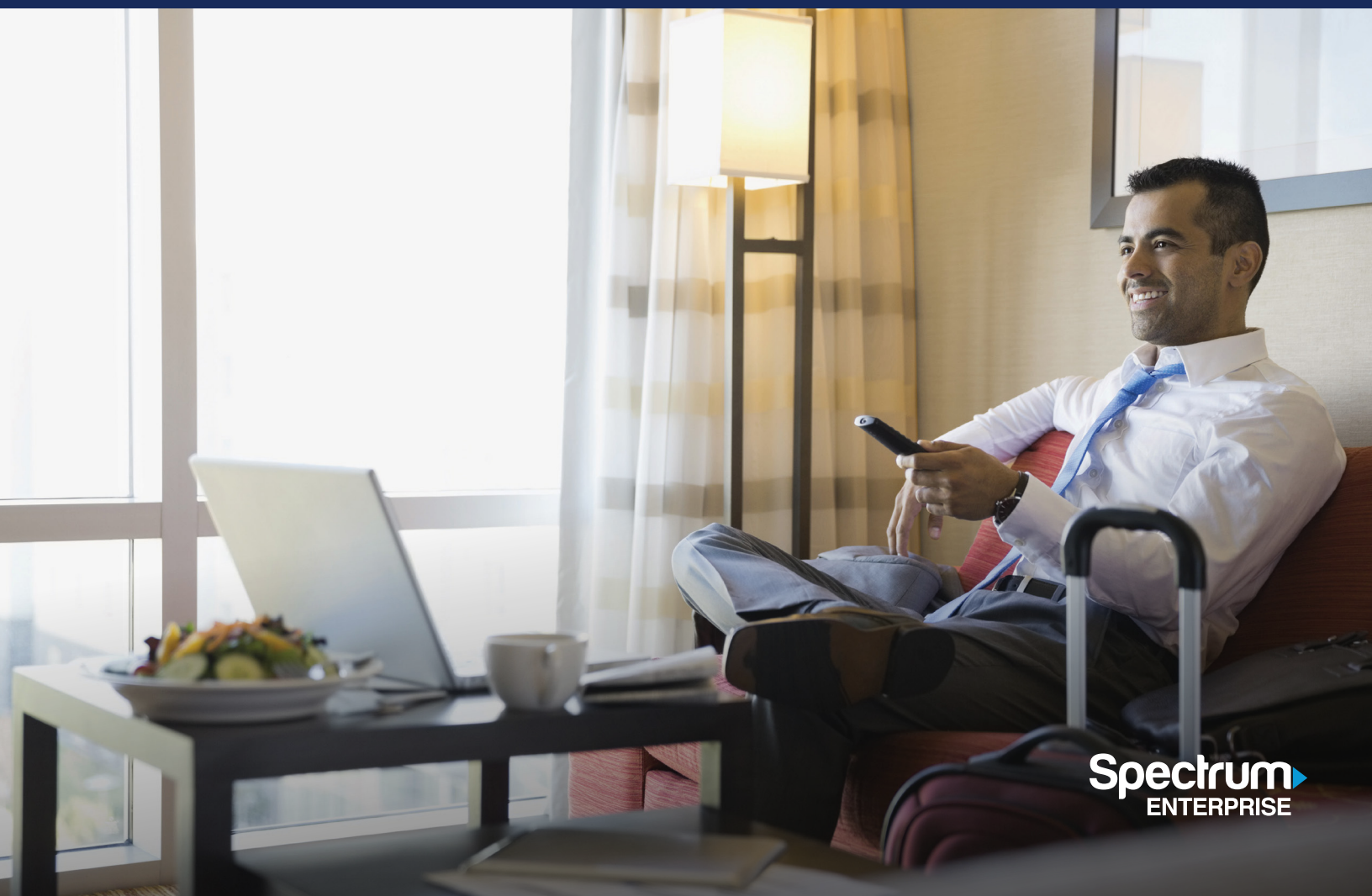


WHITE PAPER

REDEFINE THE IN-ROOM EXPERIENCE

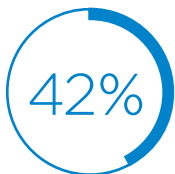
Increase guest satisfaction and loyalty
with Moviebeam



Spectrum
ENTERPRISE



TV is the hub of entertainment and interaction in the guest room. As a result, properties that seek to differentiate themselves must deliver an immersive in-room experience — one that meets guests' desire for contactless service.



of guests say smart TVs and content streaming drive their booking decisions.³

People today have access to a myriad of video entertainment viewing options. Eighty percent of U.S. consumers now subscribe to at least one paid video streaming service¹ and 74 percent of U.S. TV households have at least one internet-connected TV device.² When guests stay at your hotels they expect at least those same options and even more — such as high-quality connectivity and control over personalizing services. Solutions must now include streaming and casting capabilities, on-demand content, interactive guest services, and serve as a source of information that enhances the overall guest experience.

Spectrum Enterprise combines its Fiber Connect Plus TV with the full-featured in-room experience of Moviebeam to create a customizable solution that meets the unique needs of your property and guests. This packaged solution helps to exceed guest expectations and build loyalty by transforming the guest room TV into a comprehensive, interactive in-room technology platform.

Elevating the in-room experience

Guest demand for enhanced connectivity, instant service and interactive in-room technology solutions has risen significantly in recent years. Today, 70 percent of hotel executives state that they are either considering or already using contactless payment and digital messaging services.⁴ And an equal percentage of hotel guests agree or strongly agree that they're more willing to stay at a hotel that implements these types of services.⁵

The number of connected devices each guest brings with them is expected to increase to 3.6 per person by 2023.⁶ This reliance on personal technology has created a surge in the popularity of mobile integration and on-demand entertainment, transforming what guests want and expect during their hotel stay. Hotels must deliver options that meet these new demands if they want to create a truly exceptional guest experience.

Access services, amenities and on-demand HDTV

Moviebeam provides guests access to a full suite of hotel services and amenities right on the in-room TV. Guests can browse up to 50 categories of amenities and access information such as property maps, pool and gym availability, and restaurant hours all from their remote control. In addition, the Ticker app lets you notify guests in real time about specific hotel activities. For instance, you can promote the evening's entertainment or a popular dinner menu item, and provide updates on weather, flight status and news.

Moviebeam also offers a wide variety of TV packages that include more than 200 preferred and premium channels and the ability to insert property-specific content. Guests can watch on-demand movies and streaming apps, including Showtime®.



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Give your guests control

Guests want more control over their travel experiences, particularly over what they view as their personal sanctuary, the hotel room. They want to be able to individualize their in-room experience to match their preferences. Four out of five guests prefer to use contactless services when staying at a hotel.⁸ Allowing guests to make service requests directly from their in-room TV, helps improve loyalty and reduce the dissatisfaction of nearly one third of guests who are frustrated by delays in responses to service requests.⁹

Guests can request laundry and valet services and order in-room dining — customizing orders and making special requests. They can also view open time slots and book spa services or tee times without requiring long phone conversations to review all available options.

The J.D. Power 2020 North America Hotel Guests Satisfaction Index (NAGSI) study found that meeting guest expectations for cleanliness is one of the most critical drivers of guest satisfaction.¹⁰ And today, three fourths of travelers believe that a hotel should have specific cleaning standards to fight against COVID-19.¹¹ By employing guest-facing technology like Moviebeam, guests can submit digital housekeeping requests to fit their specific timing and needs, allowing you to simultaneously improve operational efficiencies and customer satisfaction.

The days of waiting in line at the front desk are over, with 80 percent of travelers now preferring contactless solutions for check-in/checkout and obtaining information about a hotel.¹² Moviebeam seamlessly integrates with your property management system (PMS) so guests can utilize express checkout through their in-room TV, easily reviewing and paying their bill, which includes all charges in real time.

Moviebeam seamlessly integrates with your property management system so guests can utilize express checkout.

Meet guest demand for personalization

Providing innovative technology that offers greater opportunities for personalization can help hotels as they recover from the downturn in travel during the 2020 pandemic. One way to do that, while limiting face-to-face interaction, includes customizing a welcome page that greets guests by name as they enter their hotel room. This helps create a personal connection between the guest and the hotel brand. Also for instance, if a guest has previously booked spa treatments, you can send a customized spa offer along with an exclusive coupon code via Moviebeam. Your guest will be delighted that you recognize their personal preferences, and you'll potentially lift revenues in the process with the booking of additional services.

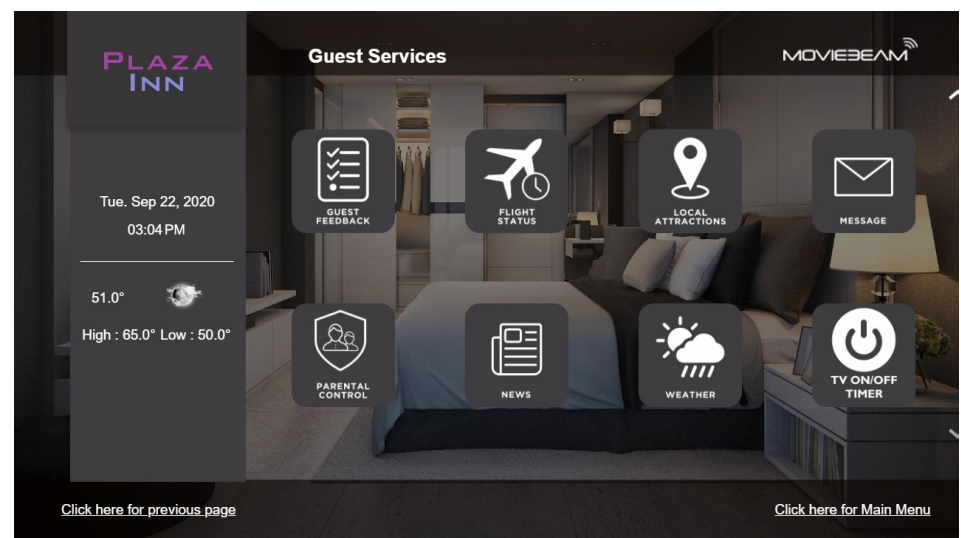
Interactive, digital concierge at the ready

Hotels can further bolster customer service with a convenient interactive concierge function. Research shows that 81 percent of guests want experience recommendations from their hotels.¹³

Moviebeam lets you remove unnecessary touchpoints in the guest room, like paper guidebooks and restaurant menus. Instead, the technology platform delivers a digital concierge service via the in-room television. It allows you to highlight information about local attractions, historical sites, shopping, live performances, sporting events and even view menus from local dining venues.

Streaming and casting on guest terms

Streaming and casting services are poised to play a leading role in providing better in-room entertainment and increasing guest satisfaction. Research from market intelligence company Parks Associates reveals that post COVID-19, more than 50 percent of U.S. broadband households own at least one smart TV, and nearly one third of them cite a smart TV as their primary device for streaming video services. In addition, U.S. broadband households are consuming on average more than 20 hours of video content weekly on the TV, an increase of nearly 40 percent from 2017.¹⁴ The majority of your guests want to access the same video streaming services in their hotel rooms that they do at home.



Guest Services interface: Allowing guests to make service requests directly from their in-room TV helps to improve loyalty and reduce guest dissatisfaction related to delays in responses to service requests.

And as it turns out, people still prefer to watch TV on TV. Streaming makes up 19 percent of U.S. video viewing on TVs.¹⁵ YouTube reports over 100 million hours of watch time on TVs per day.¹⁶ So, rather than restricting guests' content viewing to a tiny mobile screen, create a much more enjoyable experience. Give guests the ability to stream videos and cast personal content from Netflix, Amazon Prime, YouTube, Hulu and more, directly on the big screen. Your guests will also be able to stream their personal playlists through music apps like Pandora and Spotify.

In addition, it's worth noting that among Millennials and Generation Z — who make up increasingly larger percentages of travelers — 70 percent are more likely to book a hotel that offers smart TVs.¹⁸ By leveraging a solution like Moviebeam you can distinguish your hotel from your competitive set and boost guest satisfaction and loyalty.



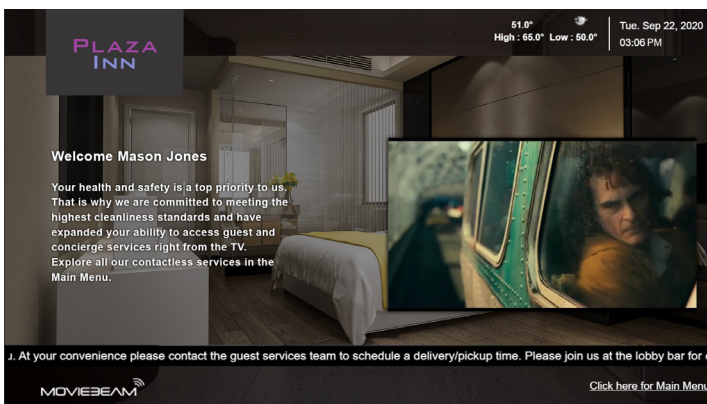
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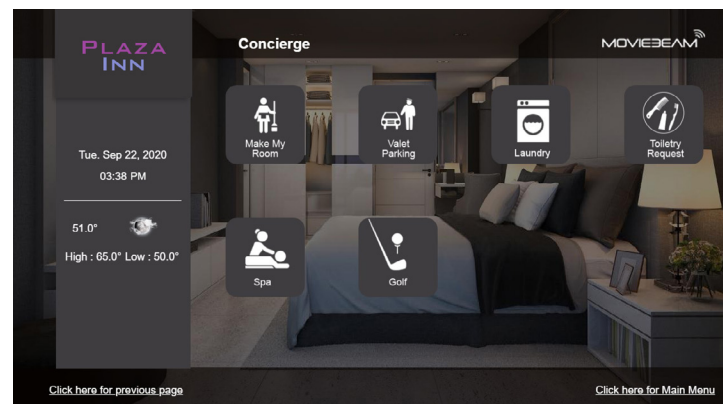
Avoid negative reviews

Reviews strongly influence booking decisions, with 81 percent of travelers always or frequently reading reviews before booking a room.¹⁹ One way to avoid negative reviews is to proactively ask for feedback. The Moviebeam Guest Feedback app enables guests to send hotel staff feedback from the in-room TV. Hotel management is instantly notified and can respond to any service issues before potential negative feedback goes public in the form of an online review.

The use of immersive, interactive TV has a direct impact on hotel guest satisfaction and loyalty. Hotels that don't offer the level of in-room entertainment services that guests want — particularly the growing Millennial market — may find themselves losing market share as those guests stay elsewhere. By utilizing Moviebeam, you can easily meet guest expectations and provide a consistent, seamless brand experience across all your properties. And because the solution relies on a dedicated fiber connection, you avoid service disruptions and outages experienced with satellite programming, which can leave guests disappointed.



Welcome interface: Show guests more appreciation with personalized messages upon arrival, creating a deeper bond with your property.



Concierge interface: Help guests get more satisfaction from their stay with easy access to their favorite activities, housekeeping and hotel services.



Choose the right TV provider

Outdated technology is a top challenge for 35 percent of hoteliers, according to the 2019 Lodging Technology Study. Yet guest engagement is directly connected to your technology architecture and integration.²⁰ Moviebeam offers an advanced solution that allows you to maximize your technology investment. It effectively satisfies guest demands by merging the personalized, in-room entertainment system they expect with the highly interactive service options they desire.

By partnering with Spectrum Enterprise, and choosing Moviebeam, you deliver a customizable solution for your hotel properties that includes:

- An immersive entertainment experience that seamlessly integrates with your PMS and allows guests to control their own experience through interactive digital services.
- The ability for guests to easily cast content from their personal devices — phone, tablet or computer — directly to the TV.
- A variety of channel packages and extensive on-demand content to meet your guests' needs.
- The ability to insert property-specific custom content to reinforce your brand and build loyalty.
- A more reliable fiber network that is not susceptible to weather-related disruptions and outages.

The hotel in-room TV experience is evolving to become a complete technology ecosystem. With Moviebeam, you elevate your ability to meet guest demands for a dynamic, easy-to-use and reliable TV experience.

[Get in touch](#) with one of our hospitality IT experts to learn how you can increase guest satisfaction, loyalty and revenue with an immersive in-room experience.

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About Spectrum Enterprise

Spectrum Enterprise, a part of Charter Communications, Inc., is a national provider of scalable, fiber technology solutions serving America's largest businesses and communications service providers. The broad Spectrum Enterprise portfolio includes networking and managed services solutions: Internet access, Ethernet access and networks, Voice and TV solutions. Spectrum Enterprise's industry-leading team of experts works closely with clients to achieve greater business success by providing solutions designed to meet their evolving needs. More information about Spectrum Enterprise can be found at enterprise.spectrum.com.

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