

# Compliant WiFi in B&B's around the world with Fontech's WSMP

.comfybnb

## Introduction

ComfyBnB is an online platform in which people to list, search for, and rent vacation homes in exchange for a processing fee. It has over 1,500,000 listings in 34,000 cities in 100 countries.

## The goal

ComfyBnB found that a WiFi connection was one of the most requested features by customers looking for a rental.

Simply sharing the password to a WiFi network can compromise its security and hosts might not comply with all legal requirements. ComfyBnB wanted to offer all hosts the possibility of subscribing to a WiFi service delivered through Fontech's Guest WiFi Solution. This service enabled hosts to offer secure and legally compliant WiFi to guests.

## The solution

ComfyBnB promoted this service to its hosts. This service was priced for a specific set up fee and included the following:

- ComfyBnB provides the host with a fully compatible CPE: there are up to four possible models depending on the access technology (MiFi for cellular, DSL, HFC, FTTH)
- Through WSMP integration with ComfyBnB's operational framework, guests enjoy seamless connectivity in two possible ways:
  - Through integration of Fontech's Connection Manager SDK with ComfyBnB's app
  - Through a customizable, one-time captive portal flow in which users have to provide their ComfyBnB username and password

In either case, the guest has to accept the terms and conditions of the service. This, in addition to WSMP's legal interception features, ensures secure WiFi connectivity for guests.



## Next steps

Value the behaviour of your guests to provide the best customer experience!

The house was clean and organised



Check in and check out time



There were no neighbour complains



With this tool, not only does ComfyBnB offer a better service to hosts and increase revenues, but it is also able to gather indicators about host and guest behavior.

By integrating these indicators into ComfyBnB's current business intelligence systems, they can obtain usage patterns aggregated by desired criterion (e.g. geographically, by accommodation type, size, customer segmentation) which can be leveraged in future promotional campaigns.