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Over the recent years, the hospitality industry has been in constant search of a makeover. The traditional business model was deeply struck owing to the emergence of « Pure Players » and collaborative business models.

Technology changes, the transformation of the digital ecosystem, and the rise of new trends among users have all had a hand in this market turmoil. For all players in the hospitality industry, it soon became a must to initiate and successfully achieve their digital transformation as a way to defend their competitive edge.

The challenge

Facing stiff competition, Club Med rolled out a strategy to move upmarket, for which they designed a plan expected to generate more value by **focusing on customers** and their **needs**.

Several projects were launched to support their business digitization. This gave birth, for example, to cross-disciplinary teams that bring together people from Marketing and the IT fields.

Today, the gMDT (global Marketing Digital & Technology) division is tasked with designing solutions that are focused on users and usage patterns. As guests and travelers are increasingly embracing a **digital life**, the Club Med Group aims at facilitating their **customer experience** before, during and after their stay.

Says Jérôme Jarry from the Club Med Product and Services division: « Over the past few years, Wi-Fi has risen to become a key competitive advantage. The availability of this service is actually considered as one of the 5 top criteria when customers select their hotel or resort ».

For Club Med, it was an inescapable fact that a **connectivity solution** had to be offered to their guests.

Today, with more than **66 villages** in **40 countries**, the brand has to provide an Internet service with the very same level of service woven into the fabric of their other offerings. Jarry tells us about the project's design phase and describes the **infrastructure** that was in place at the beginning: « We were operating a simple architecture that was inadequately scalable and inconsistent with the expectations of current mobile users. Our infrastructure was undersized with regards to our ambitions and expectations ».

Focus

The Club Med journey started in **1950** when Gérard Blitz set up the Club Méditerranée (Club Med) in Palma, Spain. The first permanent Club Med village resort was created in **1965** in **Agadir**, Morocco.



Photo courtesy of CLUB MED

Example of a captive portal: the Peisey Vallandry resort

The solution

After thoroughly surveying all players capable of supporting their technical specifications, Club Med decided to partner with the French company UCOPIA.

« Our decision was rather quick, as UCOPIA proved to be ahead of the curve », says Jarry, who pinpoints the **technical constraints** of this project. It was necessary to comply with all regulations applicable to Wi-Fi connectivity and a Connectivity First program. A flexible solution for **managing user** profiles in a simple way was also needed.

Moreover, UCOPIA proved itself to be the most proficient in supporting the **physical constraints**. Most of the Club Med villages are located in exceptional areas that guarantee the best holiday experience. This also means that they are in remote locations that are not always easily accessible and usually poorly serviced when it comes to Internet access.

The benchmark and brainstorming efforts conducted by the Products & Services Division made it possible to design a **two-level solution** capable of mixing and matching with both the usage patterns of **mobile users** and all **technical constraints**.

The **freemium pricing** model was selected to « guarantee the quality of service critical to a first-rate user experience, and also to support the increased requirements from profiles that require a premium paid service. Today, they account for up to 15% of all usage volume of our Wi-Fi services », says Jarry. The Wi-Fi deployment was initiated in the Valmorel resort, France, in 2013 and, subsequently, rolled out to an overall number of 34 villages, at the present count, that benefit from the UCOPIA solution. By seamlessly supporting an average of **400 concurrent connections** – a number that may peak to 800 – the selected solution provides quality operations to support Club Med's digital strategy.

By embarking on a digital journey, Club Med can today enhance their interactions with their guests while receiving valuable feedback that ensures continuous improvement of their **service offerings**. As pinpointed by Anne Browaeyns-Level, General Manager, Digital & Technology at Club Med, it has become vital for the Group to implement a **Mobile First strategy**.

This goal is being implemented step by step, and will certainly serve as a driver to enhance the overall **customer relationship**.