# BLACK**BX**

# WIFI IN HOTELS

Whether you're running an Airbnb, a boutique hotel or a multinational corporate hotel chain, you can use the powerful features of BLACK**BX** to give your customers an awesome and safe WiFi experience.

### ONLINE REVIEWS ARE KEY
**93% of people** use online reviews when determining which hotel to book

### NO WIFI = NO GUESTS
**Free WiFi** is now the number one amenity that guests look for when booking a hotel

## GET REVIEWS

Online visibility is more important for hotels, motels and B&Bs than ever before. BLACK**BX** makes it easy for you to prompt reviews from your customers with automated SMS and email marketing messages as soon as they've left your venue. And the best part? We'll never charge you a commission fee, unlike some review sites.

## KNOW YOUR CUSTOMERS

When your customer registers for a room through an online site, you might only see their email address. But, once they're onsite and connecting to your WiFi, you can use BLACK**BX** to access a world of data, including age, gender, postcode and more.
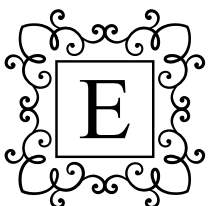
## STAY COMPLIANT

Act in accordance with the law when providing access to Guest WiFi. We've taken the hassle from you by making sure all aspects of our service are in compliance with government standards and regulations, including GDPR.

## BETTER WIFI

Awesome WiFi will keep your guests coming back. Block harmful websites with content filtering, set download caps to stop bandwidth hogs, automatically login guests, send automated marketing campaigns and more!

### WHAT DO OUR CUSTOMERS THINK?

*Many of our guests come from 3rd party booking sites and as such, we don't get their direct contact details. BLACKBX lets us capture those direct contact details then offer them a cheaper rate than via affiliates. It's a win-win for all.*

**E**
EMERALD HOTEL

**- Tim Jacobson,** EMERALD HOTEL, Hotel