

## Long Beach Estate Company

### Knowing our clients and their needs

Long Beach Estate Company, Hemsby and its associate sites, is located near the popular seaside town of Great Yarmouth.

The management team at Long Beach – which also operates Long Beach Tenting & Touring, and the Grange Touring Park – had anticipated rising customer demand for a more reliable and stronger Wi-Fi service.

This trend was largely driven by the development of a wide range of mobile devices connecting to internet services, requiring a more sophisticated network.

### Tailoring an effective solution to a specific issue

Long Beach management wanted a reliable and well supported Wi-Fi service across the entire park to give a better customer experience. This in turn, would give customers more reason to stay on the park and use the on-site cafe and bar facilities.

Before providing the solution, Clarity Wireless ran a series of diagnostic tests remotely and on-site. This information enabled their team to determine the volume and times of peak internet traffic. Following the free on-site survey, Clarity Wireless proposed a network configuration that was exactly right for Long Beach.

### How we delivered—and continue to deliver

The Clarity Wireless team completed a network upgrade in a relatively short time, ahead of the important spring and summer season. Their solution delivered strong bandwidth with a consistently powerful signal across the whole park, instead of a signal that diminished as the distance increased from the main Wi-Fi source. The upshot was better and faster



internet browsing for visitors to the park, which resulted in an enhanced consumer experience and a happier customer.

Clarity Wireless also provides technical support and maintenance of the equipment, as well as monitoring guests' management software and looking after data storage. The system helps meet guidelines in the Digital Economy Act, and also delivers compliance with the 2009 anti-terror legislation requiring all organisations providing public internet access to log user name, address and IP address details.

In addition the team provide a 24/7 helpline that enables customers to contact the technical team direct – leaving the Long Beach management team to focus on running the park.

### Positive outcomes for The Warren and its customers

As well as providing a robust, customer-friendly Wi-Fi service, the team at Long Beach continue to benefit from support and maintenance from Clarity Wireless of the Wi-Fi equipment, plus a technical helpline for consumers. This means improved facilities to engage customers with a better user experience that helps to keep them on the park.

*Graham Thompson, manager at Long Beach, said:*

*"We needed a company that we could rely on, and who really understand what we need to provide our visitors to make it an enjoyable stay for them. WiFi is becoming an increasingly key aspect*

*of a visitor experience, and the team at Clarity helped us deliver a reliable system that answered our customer's requirements.*

*Using them as a partner enables us to concentrate on running the business while providing our customers an enjoyable holiday".*