

VOLUME 5

ISSUE 2

# BUSINESS CONNECTIONS



## Frontier is the go-to resource for hospitality organizations

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## About Frontier

Frontier Communications Corporation (NASDAQ:FTR) offers broadband, voice, satellite video, wireless Internet data access, data security solutions, bundled offerings, specialized bundles for residential customers, small businesses, home offices and advanced business communications for medium and large businesses. Frontier's approximately 17,000 employees are based entirely in the United States. More information is available at [frontier.com/businessedge](http://frontier.com/businessedge).



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Hospitality organizations could once keep guests happy with luxurious accommodations and fine dining. Today, you must also provide guests with the latest communications technology in order to stay competitive. No wonder that so many hotels, motels, timeshares and resorts turn to Frontier for their communications needs. We offer customized solutions in many categories including managed Wi-Fi, high-speed data access, data backup and recovery, and hosted VoIP — all backed by responsive customer service and 24/7 U.S.-based technical support.

This issue of Business Connections features Business Spotlight articles on Best Western Premier Nicollet Inn in Minnesota and Split Rock Resort & Golf Club in Pennsylvania. These outstanding properties are both Frontier customers, and they share their experiences on how partnering with Frontier enables them to enhance guest experiences. Wi-Fi service plays an important role in both success stories, and this topic is explored in more detail in this issue as well.

As a member of the hospitality industry, you are well aware of the importance of customer service that goes above and beyond the ordinary; guests talk about their trips with others (often online) and you want these conversations to place your organization in a favorable light. You will find tips related to these subjects in the pages ahead.

Frontier has the communications tools necessary to help your hospitality organization save both time and money while providing the highest quality of service to guests. We look forward to working with you in the near future.

Sincerely,



Cory Jones  
VP, Commercial Marketing  
Frontier Communications



## Why get managed Wi-Fi from Frontier

GUESTS WILL LIKE THE WI-FI EXPERIENCE AND YOU'LL LIKE THE AFFORDABILITY AND ONGOING SUPPORT

When it comes to technology, what do guests staying at hotels, motels, timeshares and resorts want most? They want wireless Internet access throughout the property that is secure, reliable and fast. Not surprising since the vast majority of today's guests bring laptops, smartphones and/or tablets with them while traveling.

Your hospitality organization can differentiate itself from the competition — and increase your market share and revenue — by giving guests a better overall Wi-Fi experience during their visits. To accomplish this objective, partner with Frontier today and put the many advantages of our managed Wi-Fi solutions to work for you.

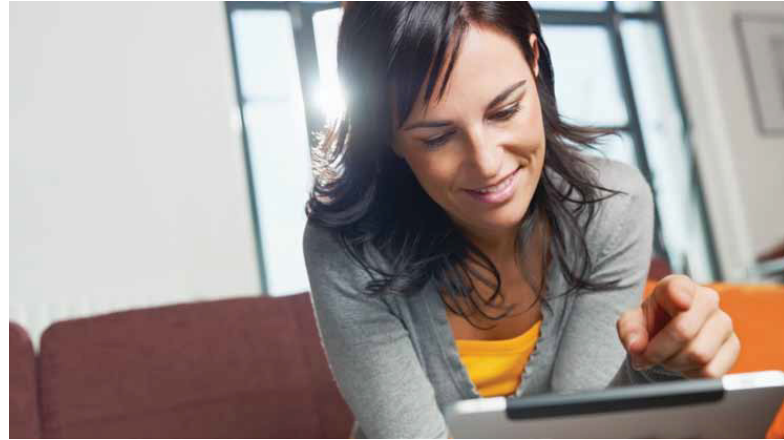
### Custom-Tailored Solutions

All elements of Frontier's managed Wi-Fi solutions can be custom-tailored to meet the specific needs of your property utilizing the latest Wi-Fi technologies. Kevin Robertson, Frontier Manager, Product Marketing, explains, "The customization offered by Frontier includes the location of the Wi-Fi access points, number of network SSIDs, type of authentication, type of egress, splash or 'Welcome' pages to communicate with guests, a tie-in to your corporate network using 802.1x authentication, co-location of public and private Wi-Fi networks and many more. In short, the entire Frontier managed Wi-Fi solution is custom designed, installed and configured depending on the customer's goals and requirements."

### No upfront capital outlay

Frontier's price advantages make it easier and more affordable for your hospitality organization to enhance its Wi-Fi service. Says Robertson, "Some Wi-Fi vendors make their customers pay

up-front for Wi-Fi equipment installation and support, but not Frontier. We work with our customers to amortize the managed Wi-Fi costs over a three- or five-year MRC



**“We work with our customers to amortize the managed Wi-Fi costs over a three- or five-year MRC contract; this turns a large capital expenditure into a manageable operating expense, which is very important in these difficult economic times.”**

— KEVIN ROBERTSON, MANAGER, PRODUCT MARKETING

contract; this turns a large capital expenditure into a manageable operating expense, which is very important in these difficult economic times.”

### Hassle-free management

Your guests want hassle-free Wi-Fi access and you want hassle-free Wi-Fi management. Frontier keeps everyone happy with our managed service model. We handle everything from the initial site survey, design and installation to the 24/7 monitoring, maintenance and support of the Wi-Fi network. "There are companies that will install a Wi-Fi system then walk away from the daily maintenance and monitoring required. Frontier is not one of them. We provide our customers with the ongoing technical support that's essential for smooth Wi-Fi operation," Robertson notes.

For more information about Frontier Wireless Products and how they can benefit your hospitality organization's bottom line, visit [www.frontier.com/enterprise](http://www.frontier.com/enterprise).



# A year of changes at Nicollet Inn

FRONTIER WIRELESS NETWORK HELPS HOTEL BECOME A BEST WESTERN PREMIER PROPERTY

Best Western Premier Nicollet Inn is the only full-service hotel in Burnsville, Minn., conveniently located close to attractions such as Mall of America, Valleyfair Amusement Park and the Minnesota Zoo. Formerly a Holiday Inn, it became one of 11 Best Western Premier hotels in the United States, and Frontier Communications played a role in earning this distinction.

Nathan Kremer, Director of Sales and Marketing at Best Western Premier Nicollet Inn, explains, "Best Western has strict policies in regards to opening a property with their name on it, including standards for wireless networks. Frontier upgraded the Nicollet Inn's wireless network to provide maximum Wi-Fi coverage and the latest HP technology."

Time was of the essence with the upgrade, in order to meet the deadlines for Best Western certification. Jim Krieger, Frontier Account Executive, notes, "Frontier's wireless group had to complete the Nicollet Inn's Wi-Fi installation within a two-week window. Our employees worked evenings and weekends to make it happen, installing new HP radios and switches for the best coverage possible and stronger signals."

Says Kremer, "We appreciated Frontier's sense of urgency and willingness to get the installation done within the tight time-line. Our wireless network now meets or exceeds Best Western Premier

standards for Wi-Fi technology."

Visitors to Best Western Premier Nicollet Inn can now enjoy this enhanced Wi-Fi access, free of charge, in all guest rooms and public areas. In addition, there's a 24-hour technical support line, staffed by Frontier, to provide assistance.

"We're hearing nothing but glowing re-views of the Wi-Fi upgrade. There are very few issues, but when guests do have questions, they find the Frontier hotline very useful. It also allows our hotel staff to focus on what they do best — serve the needs of guests — without having to get involved with tech support," Kremer says.

Frontier also provides Best Western Premier Nicollet Inn with high-speed Internet service for its administrative offices as well as local T1 voice and long distance calling services. Everything is locally provisioned, installed and supported by over 300 Frontier employees living in the Minneapolis – St. Paul area.

"Frontier's partnership with Best Western Premier Nicollet Inn is a great example of a customer relationship that works really well. It's based on trust and a high expectation of responsiveness and support for our mutual initiatives," says Krieger.

Kremer agrees, "The relationship we have with Frontier is very important to us, and we look forward to it continuing for many years."



We appreciated Frontier's sense of urgency and willingness to get the installation done within the tight timeline."

— NATHAN KREMER, DIRECTOR OF SALES AND MARKETING, BEST WESTERN PREMIER NICOLLET INN



For more information about Frontier's organizations, visit [www.frontier.com/](http://www.frontier.com/)

# Pennsylvania's Split Rock Resort & Golf Club

A FIBER PROJECT SOLIDIFIES ITS ROCK-SOLID PARTNERSHIP WITH FRONTIER

Split Rock Resort & Golf Club is on Lake Harmony in the western region of the Pocono Mountains of Pennsylvania. Its 1,200 acres gives the four-season family resort a quiet and naturally beautiful atmosphere for a wide variety of outdoor activities, but the remoteness also creates infrastructure challenges.

Chuck Dickinson, Split Rock Director of Special Projects, says, "Split Rock is a large and diverse facility; we maintain 20 miles of roads as part of the property and do a lot of utility work ourselves in cooperation with utility providers. For example, we ran copper lines and built our own five-mile fiber-optic network to help accommodate the resort's communications needs."

Because Split Rock put in more fiber than was necessary for its own use, it was able to work with Frontier Communications — its provider for local and long distance, dedicated Internet and wireless Internet access — to develop a partnership. Explains Dickinson, "Frontier already had fiber on Pennsylvania Route 940, so we asked, 'What if you were to tie into our fiber?'"

Mike Hornak, Frontier Medium Account Executive, notes, "The term 'partnership' is sometimes overused in business but it applies to this fiber project. Split Rock allowed Frontier access to its fiber, which we utilized to complete our last mile to the central office and build our network into the resort. It was a financial win-win deal, lowering both Frontier's and Split Rock's costs, while paving the foundation



for broadening the product portfolio with network-owned unbundled services, increased bandwidth and enhanced wireless capabilities."

The fiber upgrade increased Split Rock's Internet speeds from 10 Mbps to 50 Mbps and expanded the Wi-Fi coverage to more buildings. "All of our resort's accommodations now have Wi-Fi from Frontier, which is huge. Today's travelers expect Wi-Fi everywhere. It used to be that guests brought laptops and just wanted hardwire capacity in their rooms. Now, it's all about wireless devices like iPads, Kindles, smartphones and so on," Dickinson notes. He adds, "Frontier also supplies Split Rock with a 24-hour tech hotline for our guests to call. This takes the monkey off our backs, and guests like having this resource."

Dickinson greatly values the customer service Frontier provides to Split Rock. He says, "Frontier's responsiveness is excellent. I can call people directly without having to deal with a prompt sequence, and Mike Hornak will just call me out of the blue to see how things are going. Very few companies provide that level of service. It's like night and day compared with our previous communications provider."

What's a sure sign of the strong relationship between the companies? Says Dickinson, "The fiber agreement between Split Rock and Frontier was done on a handshake."



# Why managing your online reputation

WHAT ARE PEOPLE SAYING ABOUT YOUR COMPANY ONLINE?

Consumer-generated media is a highly influential factor in the sales process. It's estimated that the average consumer mentions specific brands over 90 times per week in conversations with friends, family and co-workers, and many of these conversations take place via social media.

Your company can monitor what customers are saying about it online and use the information to provide better service. You can also use social media to foster strong connections that lead to more sales.

On the down side, any negative information appearing online can be harmful to your reputation. Fortunately, there are steps you can take to find out what people are saying about your company, and to repair any damaging remarks.

## Monitor

First, monitor the Internet for potentially unflattering information about your company. Do a search for your business name and see what comes up. Also set up a Google alert for your business name and any product brand names; Google will send you daily or weekly email messages containing online mentions.

## React

If you find negative information posted on another website, ask the owner of the site to remove it. If that doesn't work, create more positive information about your company in order to push the negative comments down in search rankings. The lower down on searches an item is, the less likely it is to be seen. Positive content can be added in the form of new pages on your website, press releases, articles and posts. In addition to adding new content, you can ensure your site is ranked as high as possible by using search engine optimization (SEO) techniques.

## Respond

Respond to negative comments as soon as possible after they appear. Resist the temptation to reply with anger when someone criticizes your company. Keep the interests of your customers in mind, and determine whether a public or private response is more appropriate. Imagine the impact on a dissatisfied customer of being personally asked by a company president for a second chance.

Respond to positive mentions as well. Thank people who compliment your company, and engage them further by asking for an opinion or letting them know about new product offerings. Whether positive or negative, look for patterns in customer comments and use them to guide the future direction of your business.

## Participate

Participate in social media to establish relationships and a reputation as an expert. In addition to offering opportunities to connect directly with customers, strong relationships on social media sites make negative information less likely to be believed. Use social media functionality to discover when your company is mentioned on these sites. For example, you can receive emails when keywords you choose are used on Twitter or when someone posts a comment on your Facebook page.



# Going beyond customer service

BUILD LOYALTY BY PROVIDING A GREAT CUSTOMER EXPERIENCE

What is it about your company that makes customers want to do business with you, and even tell others about it? Is it your fantas-tic products? Great selection? Impressive expertise? It's probably all of these things to some degree. But, to an even greater extent, it's how they feel about doing business with you, or what is known as their customer experience.

## Improve customer experience, improve business

A study by RightNow Technologies found, "Customer service is the most influential thing a company can do to increase customer advocacy [focus on what is best for customers]." The study revealed that 55 percent of consumers recommend a company because of its customer service, compared to products at 49 percent and price at 42 percent. In addition, customers are willing to pay more for a great customer experience — up to 25 percent more!

Just think what your company might accomplish with additional attention to customer experience.

## Emotional bonds are hard to break

Customer experience is a somewhat new concept in business. Wikipedia defines it as follows: "The sum of all experiences a customer has with a supplier ... awareness, discovery, attraction, interaction, purchase, use, cultivation and advocacy." With each of these stages in the relationship, there are many opportunities to provide an ex-cel-lent customer experience.

The key to doing so is identifying what emotions customers want to feel when doing business with you, then creating situ-ations that enable it to happen. Examples of positive customer emotions include joy, trust, contentment and the feeling of "being taken care of." The cumulative emotions customers experience as they do business with you result in an emo-tional bond that becomes hard to break over time.



Practices that can instantly improve your customers' experience include making them feel valued, listening carefully to their concerns and overdelivering.

## Benefits of a customer focus

You may be concerned that improving customer experience will cost you more in staffing, marketing and training; however, such improvement can actually help your bottom line in these ways:

- **Customer Loyalty.** It costs less to re-tain current customers than to attract new ones.
- **Additional Income.** Happy customers are willing to pay more for your prod-ucts or services.
- **Word of Mouth.** Customers who love doing business with you will tell others about you.

Remember, it's not only what your cus-tomers think about your company, but also what they feel about it, that matters. Customer experience is at the heart of it all.



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### GUESTS ENJOY A BETTER OVERALL WI-FI EXPERIENCE

- Wireless Internet access throughout the property
- Secure, reliable and fast connections

### YOU ENJOY HASSLE-FREE WI-FI MANAGEMENT AND MORE

- Custom-tailored solutions utilizing the latest Wi-Fi technologies
- No upfront capital outlay
- Comprehensive services including 24/7 monitoring with ongoing maintenance and support

Want to know more? Start a conversation about Wi-Fi with one of our U.S.-based representatives today. Visit [frontier.com/businessedge](http://frontier.com/businessedge).