

Case Study

The Watermark Hotel Offers Classic Sophistication with Modern Connectivity

THE CLIENT

Watermark Baton Rouge is a stately and sophisticated 144 room boutique hotel with a rich storied past. The building was completely renovated and remodeled from 2014 through 2016. It caters to business and leisure travelers, government officials, and regional vacationers. The hotel amenities include over 2,300 square feet of meeting space, a fitness center, a business center, a gourmet deli, and a full service restaurant.

Not only is the hotel a beacon of southern hospitality for travelers, but it is also an important cultural center for the community in which it resides. The Gregory restaurant within the hotel serves fine regional cuisine. The restaurant also showcases the work of famed Louisiana sculptor and painter Angela Gregory.

Topping off the long list of Watermark Hotel amenities is must have Wi-Fi connectivity, high definition TV with a robust channel line-up, and reliable phone services. All of which is offered to guests free of charge.

“Today’s guest really wants things to be real time and speed is important to them,” says Adam Gautreaux, General Manager of Watermark. “A lot of folks work online, relying on internet connectivity, and they want quality service they can depend on, as do we.”



WATERMARK
BATON ROUGE

AUTOGRAPH COLLECTION®
HOTELS

The Challenge

The building that became Watermark Baton Rouge was originally constructed in 1925 as the Louisiana National Bank, and was deemed “Baton Rouge’s first skyscraper.” Naturally, the builders back then could not envision the need for Wi-Fi signals to pass through walls and erected the building using thick layers of concrete and columns. While the concrete provides an excellent sound barrier for hotel guests, it also blocks Wi-Fi signals and can complicate TV and phone wiring throughout the building.

“We needed to get in-room guest internet and we wanted to do wireless only, so we had to be able to create a network that provided enough signal strength throughout the building,” said Adam. “We had a challenge early on based on the way the building was outlaid and built from its original structure, especially with all the concrete and the columns.”

Considering that every inch of the hotel had to be Wi-Fi accessible, this was no typical networking job. Connectivity, TV, and phone services are must have features in luxury hotels and the Watermark would need skilled networking technicians that could deliver 100 percent coverage.

The Solution

To implement the Wi-Fi network, TV and phone services, a Watermark Hotel representative reached out to a company that had a growing reputation for excellent service in Baton Rouge.

“EATEL Business quality and customer service is first rate,” says Adam. “They’ve got great reviews from the business side of things, and I know that they’re really making a good quick run of the market here in Baton Rouge.”

EATEL Business set to work laying out a strategy to wire the building, assigning two lead technicians to work with the Watermark staff. By the project’s end, the hotel’s manager became quite familiar with the two assigned engineers, who regularly consulted with the hotel team.

“We had a couple of tech specialists that were, for all intents and purposes, assigned to this project specifically,” says Adam. “Both were instrumental in the production timeline and how everything was installed, tested, and everything right through onto actually opening the property. At the end, they walked us through that and had it where if

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anyone had issues with connections or dead spots, and if we did, it was quickly addressed. They did an excellent job with that.”

The Results

Baton Rouge’s first skyscraper has successfully transitioned into the digital age. Now the Watermark guests enjoy one of the most reliable wireless networks available, high definition TV, and dependable phone service.

“Having been open for almost a year now, we’ve had such strong connectivity at the property that we haven’t had gaps in coverage that has affected guests or even our office network,” says Adam. He believes that the connectivity experience helps his hotel make a positive impression on its guests and leads to return business.

“We’ve had some great occupancy throughout the time we’ve been open and we really look to continue to build on that,” says Adam. “It has been amazing for us to be able to have quality service and to be able to provide our guests that much better of an internet experience throughout their stay with us.”

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TOP FOUR BENEFITS:

- Improved guest experience
- Complete wireless connectivity of the entire building
- High-definition TV with lots of channels and reliable phone service
- Improved scalability to increase bandwidth based on supply and demand

The logo for EATEL Business features the word "EATEL" in a bold, white, sans-serif font with a stylized underline that extends to the right. Below it, the word "Business" is written in a smaller, white, serif font. The logo is set against a blue background that is part of a large, abstract geometric shape in the bottom right corner of the page.

EATEL
Business