

Zulekha Healthcare Group deploy Surfsonix to enhance patients and visitors experience and reward customers for their loyalty.



## ABOUT ZULEKHA HEALTHCARE GROUP, UAE

The Zulekha Healthcare Group was found to pursue the founder's dream of serving people in need and offer affordable medical facilities to all. The Group has contributed richly to set benchmarks in continuing medical education programmes for the entire Gulf region with its consistent interactive workshops and seminars on various medical and surgical topics. Today the Zulekha Healthcare Group includes two multidisciplinary hospitals in Dubai and Sharjah as well as diagnostic center, UAE medical centers and pharmacies.

To enhance patient and visitor experience with the smart WiFi while collecting valuable users' data. To Provide Internet access via Loyalty Apps while able to monitor network activities, use of centralized management system to simply administrative tasks across multiple venues. Controlling bandwidth intelligently so enhance internet experience. Analyze valuable collected data for superior customer engagement.

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*"The HSIA solution is features rich, adaptable & extremely user friendly. Allowing visitors to access the Internet through Mobile App was really challenging and we are happy that Surfsonix fulfilled our requirements. It is really a smart HSIA solution."*

*-Aliasgar Bohari*

*-Director - IT*

*-Zulekha Healthcare Group*

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In order to address these challenges Surfsonix NG and Surfsonix NEO were deployed across multiple locations. The intelligent bandwidth management module enabled fair share of bandwidth between the users while the App module enable internet access via the Loyalty App. The valuable users' data were collected and analyzed with the Analytic module. This provided complete insight of users' behaviour and thus helped the marketing team to efficiently engage the customer with minimal efforts.



### Enhanced Guest Satisfaction

With the growing demand for bring your own device (BYOD) public Internet access, hospital patients and visitors needed access to Wi-Fi to stay in touch with their family & friends and look up valuable appointment information, Surfsonix Smart HSIA solution was able to meet these requirements easily. The dynamic splash page allowed easy and secure access to the guest WiFi and provide complimentary internet access via App download. All of these features enhanced the overall guest internet experience.

### Efficient Operations

With the ability for patients & visitors to access internet via Loyalty App, the IT and Hospital staffs no longer had to authorize access codes. This freed up time for staffs to focus on other important tasks. The centralized management allowed easier access to the systems from one location and get complete insight of the operation across the venues.

### Other Benefits

The data collection module enabled ZHG to capture user information, such as name & email address, at the splash page to be used for marketing and big data purposes. The trend reporting and analytics abilities allowed ZHG to track Internet usage and regulate bandwidth according to behaviour patterns, guaranteeing a strong return on its investment.

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*"We are pleased to know that our Smart HSIA systems were able to meet the requirements of our prestigious customer. To provide internet access via Loyalty App was quite challenging but we are really happy to achieve it swiftly and cost-effectively. "*

- Mohammed Imtiaz Mallick

- Chief Technology and Strategy Officer

- Interlabz Technologies



## About Surfsonix

Surfsonix is the product of Interlabz Technologies. Interlabz is the worldwide leader in HSIA that enhances how guests connect, experience, and communicate. Our technology is changing the nature of work and the way we live. Surfsonix facilitates customer engagement and enables revenue generation across various business models. It allows the Public Internet Access Provider to deploy highly scalable, cost-effective, user friendly and secure internet services. For more information, visit [www.surfsonix.com](http://www.surfsonix.com)