



## Broadband Utilization Benchmarking

Follow-up with Hotell Ullensvang

Steffen André Stople, NTNU



# WE WANT TO WORK WITH YOU

*Last fall, you participated in a Broadband Utilization study we held in the Hardangerfjord area*

*We want to thank you for that !*

This NTNU study compared individual businesses broadband utilization in the accommodation sector.

Click [here](#) to see the report and its findings

Now, we at NTNU and SNG want to give Hotell Ullensvang a feedback on its broadband utilization based on the answers you provided in our online survey.

- Improve your customer service
- Adopt online training methods



*We want to help you bridge these gaps !*

**strategic**  
**networks group**  
the broadband economists

*SNG is considered the world leader in the area of Broadband Economics, and their Digital Economy Index (DEi) will show exactly where you stand among your peers in your region and in the United States*

**NTNU**  
100 skapende år

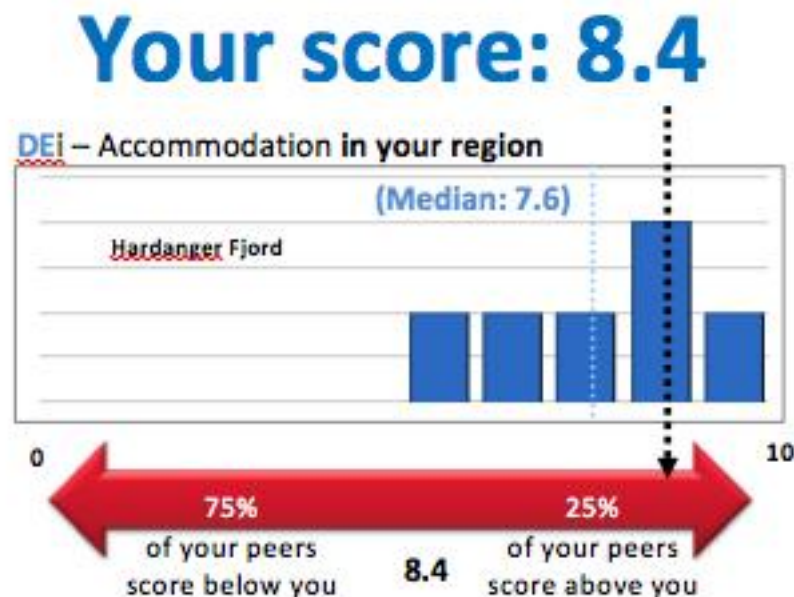
# YOUR DIGITAL ECONOMY INDEX SCORE : 8.4 / 10

We want **to use the findings** from this study to **help you** better leverage e-solutions to:

- Make your day-to-day tasks easier
- Uncover new costs savings in daily operations
- Create new revenues sources from using broadband and e-solutions in new ways
- Enhance customer service

## Next steps with you

- Setup meeting to review your customized Dei Scorecard
- Discuss which improvements will give you the biggest and most immediate benefits – and set goals
- Develop a workplan to help you realize those benefits



The SNG *DEi-Scorecard* will identify concrete cost saving and new revenues opportunities for you, as well as point out potential areas of improvement in you utilization of e-solutions.

# FINAL WORDS

We look forward to your cooperation in this Project – which will run to the end of June 2011

This will be carried out with an **invitation to a web conference**, where we will present to you all the benefits you can gain from improving your broadband utilization

Please let us know when we can **set up the meeting**. Thank you for your time

Best regards,

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