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Husband and Wife Hoteliers Launch Telecom Solutions Firm to Elevate the Customer Service Experience and Ensure Better Prices for Hotel Industry

San Jose, CA (March 1, 2022) - Kirt and Seema Mulji, a husband and wife team with decades of hotel industry experience between the two, announced today the formation of The Lit Pipe, a telecom solutions firm designed to make the infrastructure, bandwidth and wifi decision and implementation process less expensive and time-consuming for hotel owners and operators across the country.

Hotels have faced many challenges over the course of the pandemic. Fewer guests due to travel restrictions and Covid fears have impacted almost every segment of the hospitality industry. Combined with rising inflation and the increased difficulty of finding qualified employees at almost every position, owners are looking to reduce costs wherever they can without negatively impacting the guest experience. In response, Kirt Mulji, a tech and hotel industry executive, started The Lit Pipe as a resource to help hotels, free of charge, to understand and fulfill their bandwidth and infrastructure needs.

“Technology in the hotel industry is a little behind,” says Kirt. “We have so many ISP relationships and by knowing the inner workings of hotels, we understand the process. We can evaluate an existing network, and provide options to save owners money. In the hospitality business, we have very few amenities where we can cut costs, but at the same time improve the guest experience.”

The Lit Pipe works directly with suppliers who ultimately pay their fees, such as Comcast and AT&T, among other big-name companies, to secure and fulfill the needs of the hotel. Once The Lit Pipe has a thorough understanding of the hotel’s operational objectives, they will recommend carriers that would best serve and benefit the needs of the hotel. The Lit Pipe will negotiate provider contracts and manage the installation process.

“Hotels do not have the desire or the manpower to spend time figuring out this aspect of their business,” says Seema. “However, it is essential to make sure the infrastructure is in place to offer guests reliable wifi. You risk negative reviews if someone cannot get on their Zoom meeting from their room. Additionally, guests rely heavily on streaming content for entertainment on their personal devices. They expect to have a seamless experience while watching Netflix or Hulu, and we make sure they get it.”

To learn more, visit <https://www.thelitpipe.com/>.

ABOUT THE LIT PIPE

The Lit Pipe is a full-service telecom solutions firm, located in San Jose, CA, launched in 2021 by two hotel and tech industry executives to make it easier for hoteliers to offer quality wifi services to their guests. The Lit Pipe works directly with suppliers, such as Comcast and AT&T, among other big-name companies, to secure the needs of the hotel. The supplier pays The Lit Pipe, not the hotel. Once The Lit Pipe has a thorough understanding of the hotel’s operational objectives, they will recommend carriers that would best serve and benefit the needs of the hotel. The Lit Pipe will negotiate provider contracts and manage the installation process. To learn more, visit <https://thelitpipe.com/>.