

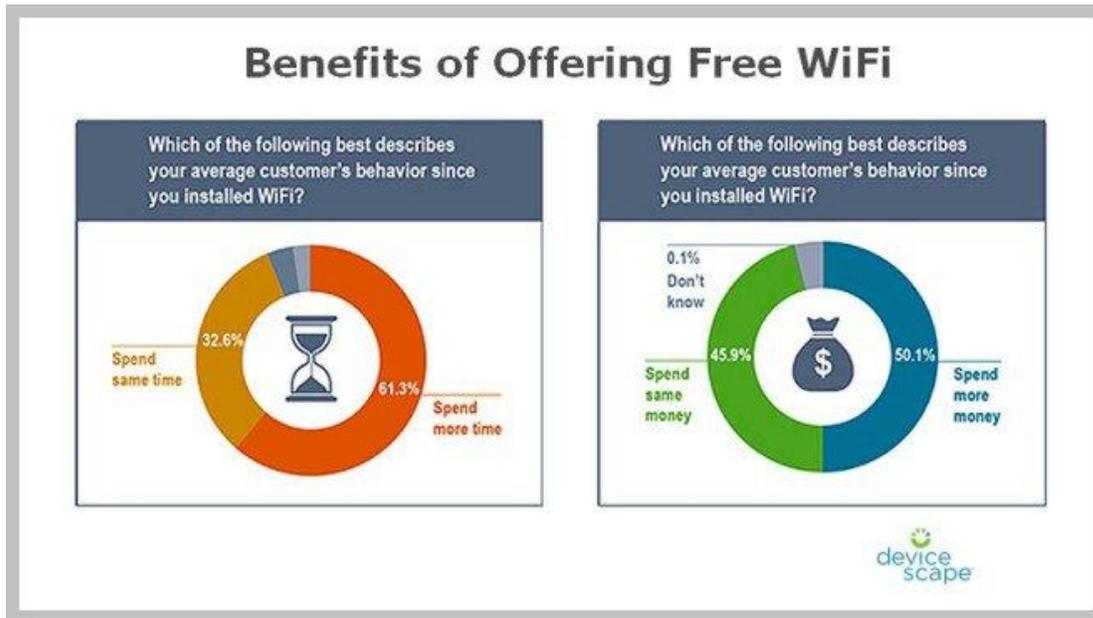
Customer WiFi Benefits & Best Practices

Free Wi-Fi access has become a prominent customer expectation and as a result, many businesses, venues, events and enterprises will have to provide this service in order to be competitive.

- Up to 70% of consumers in-store have a WiFi capable device in their pocket and 50% of consumers feel comfortable making a large purchase in-store if WiFi access is available (Accenture).
- 94% of people cite WiFi as the most important amenity when choosing a hotel; 38% of hotel customers say that they would book elsewhere if there was no WiFi available (HotelChatter)



- Up to almost **80%** of customers say that the availability of in-store WiFi influence where they shop.
- 40 % of shoppers use In-store Wi-Fi to browse the retailer’s website. 46% buy products in-store after using a mobile device to research them. (Zebra)



Benefits Of Providing Customer WiFi

IMPROVED CUSTOMER EXPERIENCE: Businesses can prove that they value their customers time by providing a quality WiFi experience for areas or situations where customers have to wait on services or appointments. For some customers this will allow them to be productive or provide a needed distraction during wait periods. Also most customers have come to expect Free WiFi from certain businesses and retailers and plays a part in their decision to visit or transact business.



INNOVATIVE MARKETING AND SALES TOOL: Apart from offering a significant branding opportunity, Customer WiFi services can be integrated with services such as AgileWiFi (A cloud WiFi management and marketing platform) to allow businesses to gather more information on their customers outside of traditional methods. These services also allow businesses to engage with these customers through direct and targeted marketing campaigns. AgileWiFi allows you to design and execute these campaigns directly from the AgileWiFi online management tool to drive more in store and recurring business.

BUILD CUSTOMER LOYALTY: Businesses can offer special rewards, services and incentives to customers directly through their Customer WiFi service to foster and grow business and brand loyalty. An example of this is providing direct coupons to persons who visit a retail store frequently or to use the available social information on a customer to acknowledge their birthday, anniversary, etc. These Social WiFi services have the potential to revolutionise how businesses talk to their customers, guests and clients.



GAIN VALUABLE CUSTOMER INSIGHT: Customer WiFi with integrated management services can facilitate the monitoring and tracking of customer behaviour (time in store, flow of customers in store or venue, time spent at specific locations, time spent online, etc.) and assist in developing a profile of their customer (demographic and social information). This offers tremendous operational and marketing benefits for businesses who analyse and review this strategic information to build loyalty, develop relationship programs, adjust product mixes, and personalize engagement. Of course the privacy of your customer should never be abused and a clear policy should be outlined and shared with respect to how information captured will be used.

Best Practices For Winning With Customer WiFi

EDUCATE AND ENGAGE EMPLOYEES ON THE CUSTOMER WIFI SERVICE: This practice will be critical to the success of the customer/guest WiFi service. Employees need to be informed on the importance of this marketing and sales tool. Staff must be armed with the necessary information about the service to answer and respond to queries, as well as be able to promote and champion the service. They must also have a clear understanding of how to engage support for this service. AgileWiFi provides direct support through our Service Desk to alleviate common issues that distract employees from carrying out more important functions. Get feedback from employees as well to refine the Customer WiFi strategy to take further advantage of opportunities as they arise and to minimize abuse of the free WiFi service.

PROMOTE THE AVAILABILITY OF THE WIFI SERVICE TO ATTRACT CUSTOMERS: It is imperative to attract and engage customers about the availability of a quality WiFi experience. To promote this service, it is recommended that businesses utilize a mix of:

- Adequate window and on-premises signage
- Inclusion in marketing materials (menus, brochures, ads, etc.)
- Website and Social media advertisements, notifications
- Direct mail, bill inserts
- Employee buttons and notes on Name Tags

MOTIVATE CUSTOMERS, GUESTS TO UTILIZE THE WIFI SERVICE: Customers, once aware of the guest WiFi service, need to be motivated to opt in and return often to utilize the service. This can be achieved by providing a quality experience through:

- Seamless logon to the Customer WiFi Service. Allow customers to use their existing Social Media accounts or a simple web form to access the WiFi service without having to go through an onerous process to gain a password.
- Support for customers who use mobile platforms.
- Customized and targeted offers and incentives to the user to conduct additional transactions with the business. Ex. Coupons for birthdays, frequent visits, etc.
- Venue specific information that improves the customer experience. Ex. Venue maps, menus, event schedules, list of points of interests nearby, flight schedules, feedback forms, loyalty program information, etc.

PROVIDE CLEAR OPT-IN AND PRIVACY FOR CONNECTED USERS: Customers should be aware that the business is serious about ensuring their privacy and they should feel that they will benefit from a better experience with the business through the data being captured. Be upfront and transparent. Using a cloud managed service can also ensure that WiFi Terms of Use and Privacy policies are applied seamlessly across all WiFi venues being managed. AgileWiFi provides a simple management interface for ensuring that this is maintained and easily managed.

In Summary:

1. Engage employees, educate them and show them how to promote this service to customers and guests
2. Utilize multiple methods of promoting this service including the use of multimedia, online and social media marketing strategies to differentiate the service being provided
3. Motivate customers and guests to register and utilize the WiFi service...again and again.
4. Address privacy and security concerns upfront through across all locations and venues offering customer WiFi.

The Customer WiFi solution should also provide a comfortable experience for all your customers and guests. This means ensuring that the Internet service being used is adequate to meet the needs of the venue's traffic as well as ensuring that customers do not negatively impact other customers by visiting sites that feature content not suitable for the venue's target audience.



PARTNER WITH THE CUSTOMER WIFI EXPERTS

Working with the right partner and solutions provider can ensure that these and other best practices are implemented to ensure that businesses fully leverage and benefit from their Customer/Guest WiFi service.

The AgileWiFi team provides the expertise and onsite support to ensure that this becomes a reality for your venue. Our aim is to provide real business value through the services and solutions that we provide.

Winning with WiFi

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AgileWiFi is a service provided by the team at Agile Business Solutions Limited.

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