

IMPROVING IN-STORE ENGAGEMENT VIA WIFI

Offering free Wi-Fi can yield measurable marketing returns

A recent white paper by *Retail TouchPoints* on guest Wi-Fi suggests that retailers are combining their digital marketing with their in-store experience.



By taking advantage of Wi-Fi combined with other technologies deployed in-store, retail, fast-food, full service and hospitality brands can:

- Drive mobile engagement and top-of-mind brand awareness
- Improve in-store personalisation and in-store retention
- Track shopper online-to-offline behaviour
- Improve store operations
- Collect feedback via product surveys
- Drive customer loyalty engagement from digital to social media
- Encourage cross-selling and upselling across products, brands and branches

Analytics yielding Wi-Fi solutions are now mainstream offerings for retailers in South Africa.

South African enterprises are embracing retail WiFi

Analytics rich Wi-Fi technologies are becoming mainstream in South Africa, especially as local retail CMOs strive to enhance customer journeys: starting from customers researching their products online, to enticing customers in-store to high value product placements, managing long queue time for purchases and encouraging repeat visits through coupons.

Using data collected across this journey, especially from their Wi-Fi related assets, CMOs can analyse customer habits (measure time in store, push surveys on products, measure customer device and internet usage behaviours, and heat map customer movement with beaconing).

This data can be correlated to customer demographics across their target base. This allows for more personalised user experiences, extrapolating customer's offline behaviour and creating more effective cross-sell opportunities.

Customers can even be tracked across brand stores in other parts of the country, for CMOs to even encourage non-performing demographics to visit brick-and-mortar stores for specials. This can translate into targeted campaigns, say planning a Ladies Night offering prawns and cocktails, for a seafood restaurant chain whose sales derived from female clients is weak on Tuesday evenings. Collecting customer social media information by encouraging sign-up to the free Wi-Fi allows the brand owner to engage their clients directly via their smart devices.

In-store internet is more than just keeping clients longer at a coffee shop, or charging for every megabyte of usage for their ISP to collect revenue. Customer engagement via Wi-Fi allows retailers to reach customers without contravening personal information legislation, as customers are incentivised to offer data via their devices or social media profiles in return for high performance internet.

Like any marketing tool, planning for maximum return is critical. But retailers do not need to compromise security of existing network connectivity to their branches, or invest in support personnel. Today, planning, implementation and support of Wi-Fi deployments is offered by managed service providers such as FastNet.

These companies offer integrated Wi-Fi solutions over broadband access, with full service cover periods for support. Upfront pre-sales consultancy is essential to ensure the retailer brand is incorporated into the technology, both in terms of brand design and customer communications strategy. The retailer should then be able to extract maximum value from their solution.

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iF@st Wi-Fi

A value added solution

Increased profits with intelligent insight
Capture, analyse, monitor and improve your customers' Wi-Fi experience for smart business management.

**Attract. Stay.
Return.**

A marketing platform

- Branded splash page
- Promote in-store campaigns
- Drive customers to social pages
- Centrally infuse marketing across all your branches
- Link to your loyalty programme
- Upgrade to run push campaigns and offer coupons

Intelligent Connectivity

- High performance, secure network connectivity that can plug into your existing service or run separately.
- Centrally control and manage system settings, brand messaging and user access.

Know your customer

Real-time customer engagement through analytics



User Demographics against Time and Location



Buying Behaviour: Time in store, repeat visits



Lifestyle Measures against Internet Use Behaviour and Device Information

Tailored Retail Customer Experience

Data analytics to engage with your customers for targeted upselling and cross selling

iF@st Retail Wi-Fi

Grow your brand by interacting with customers and understanding their needs

iF@st is a powerful set of tools that helps enterprises improve customer experience. With iF@st, enterprises can offer high quality Wi-Fi at branch level to drive up loyalty, increase in-store spend and improve understanding of customer behaviour.

Who is it meant for?

iF@st enables CMOs and CIOs in retail, hospitality, healthcare and tourism to offer freemium, secure Wi-Fi internet at their branches. As a reward, retail marketers can legally interact with customers via their smart devices. This engagement allows enterprises to enrich CRM and loyalty databases and encourage customers to visit their social media pages. Customers can be tracked across any brick-and-mortar branch, rewarded with offers and complete product surveys.

How easy is it to get started?

Within an enterprise's digital framework, FastNet can create branded splash pages, or app. FastNet then sets up the Wi-Fi system throughout the branch network. The enterprise should create awareness of the free Wi-Fi, and encourage interaction with the system. The more it is used, the better the data enterprises obtain. Reports can be drawn in real-time or on scheduled basis.

Why iF@st from FastNet?

High performance Wi-Fi is a powerful incentive for customers to stay longer in branch and works best over uncapped internet (that FastNet can supply). The enterprise should keep product information fresh and setup their campaigns via a portal. FastNet manages the bits and bytes as well as offering reactive technical support to the enterprise or branch.

For an engagement on new-generation, intelligent and smart connectivity, contact
www.fastnet.co.za or 0861 FASTNET.

FastNet
Your Connectivity. Our Passion.