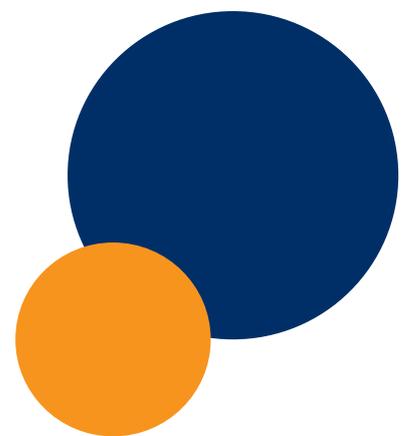




- **How to make customers love your business using WiFi**

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● Introduction

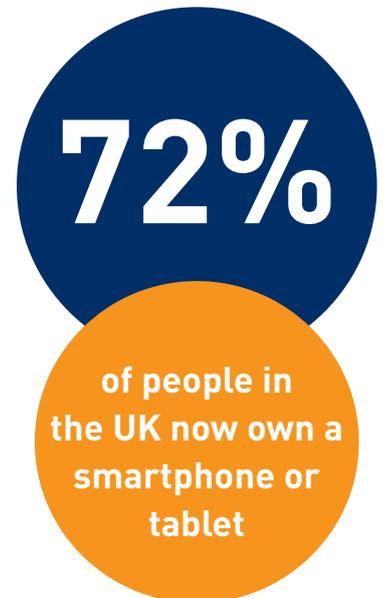
Customer loyalty is becoming harder than ever to earn. The internet has made it easier for people to shop around, and stalwart marketing tools, such as the loyalty card, are falling out of favour as contactless payment grows in popularity.

So how can businesses engage consumers with their brand? Research has found that 72 per cent of people in the UK now own a smartphone or tablet. This means that whether you're a hospitality, retail or service business, it's more than likely that, when people come into contact with your business, those with a mobile device will want to take advantage of your WiFi.

Indeed, the provision of WiFi is increasingly being seen as a business essential which means that most customers wanting to use their smart devices in-store or onsite, will expect a good standard of connectivity to be made available to them.

A poor standard of connectivity may convey to your customers that you are disorganised or slapdash in your approach to customer care, and failing to have WiFi altogether could suggest that your business is 'behind the times' or just plain discourteous.

However, WiFi need no longer be just a hospitality tool to 'keep customers happy'. As technology moves on, so too does the level of sophistication of what can be achieved. Many businesses are unaware of the wide range of functionality and benefits that some WiFi systems can now offer.



Source: Research by Deloitte

Consumers' engagement with technology



daisy.

89%

of consumers regularly use public WiFi

87%

of Brits would now describe themselves as being active tech consumers



35%

of Brits say they would avoid using a business with poor WiFi

How people relate to technology

33%

say "I'm an enthusiast - I like to be the first to get new gadgets"

25%

say "I use it when I need to"

15%

say "I'm slowly being converted into a tech fan"

8%

say "I avoid using tech" or "I'm a technophobe"

*Research was conducted by One Poll on behalf of Daisy Group

☎ 0800 040 8888 ✉ sales@daisygroup.com

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● Why use WiFi of all things?

As already touched upon, the majority of consumers now have a smartphone or tablet, and 89 per cent say they regularly make use of free public WiFi. This presents a real opportunity for retailers, leisure and hospitality businesses to use WiFi as a platform to gain vital insight into customers' buying patterns. Modern WiFi systems can now recognise a customer's smartphone or tablet device, keep track of how many visits they make to a store, and welcome them back each time they return with a welcome message and an appropriate promotional offer when they arrive.

Many businesses are already recognising the benefits of using technology to improve the user experience and subsequently increase brand loyalty. Starbucks, for example, is now encouraging customers to pre-order their coffee via an app to speed the purchase process up even more.

Businesses need to recognise that consumers are being faced with a wall of noise from different brands and if they don't embrace the benefits that technology can provide, they will find their customers' attention will be diverted elsewhere.

● First impressions count

Overlooked by many businesses, your WiFi landing page is an opportunity to interact with your customers. Providing a corporate-branded 'welcome' or 'welcome back' page for returning visitors, conveys professionalism and strengthens your brand.

Further to this, the ability to personalise your landing page enables you to implement marketing strategies on a completely new platform, such as advertising special offers which your customers will see in real-time whilst onsite, making them more likely to take advantage of them.

Once logged in, your WiFi can be used as a portal to redirect customers to a website or app of your choice. This allows you to set your own website URL or specifically designed application as the default destination upon logging in, driving more traffic to your site and giving your customers immediate sight of your products or services.



● Getting to know your customers

In addition to communicating marketing messages, it is now possible to capture valuable data about those using your business' WiFi, giving you a better insight into your customer base.

Not only can you capture customers' contact details for future email marketing campaigns, it is also possible to have a usage review feature to build up a profile of how they use your business. This enables an organisation to create statistics and reports regarding who has accessed their public-facing WiFi and a breakdown of that activity. This functionality is something which is already being implemented across shopping centres and football stadiums in the UK, and allows businesses to develop tailored marketing campaigns to target different customers with sales messages likely to interest them.

● How was it for you?

Customer feedback is vital as it allows businesses to improve their products and services and ultimately retain more customers. However, we live in an increasingly digital age where customers often turn to the global audience of the internet to give their thoughts on a recent experience- whether that be positive or negative. Daisy's research reveals that when making a complaint, one in five (20%) Brits now voice their opinions on Trip Advisor or social media, rather than making a discreet comment to the management or writing a letter of complaint.

A means of limiting damage to reputation caused by negative online reviews would be to use your WiFi system to gain this feedback from the outset. By sending an alert before the customer has chance to leave the store, they are more likely to be constructive with their feedback and less likely to take to Twitter to complain. Prompting simple questions such as 'How did we do today?' or 'Did you find everything you were looking for?' are good starting points to open up that conversation with your customers. In fact, a quarter of people say they would be less likely to 'name and shame' a business in the public arena if they were prompted for feedback before leaving the premises.

Getting it wrong

If you had a bad experience at a café/ restaurant/hotel/shop/leisure attraction, which would you be most likely to do?

28%

Avoid ever going back

22%

Make a complaint there and then

17%

Never go back and tell other people to avoid it

12%

Post a negative review on Trip Advisor (or similar)

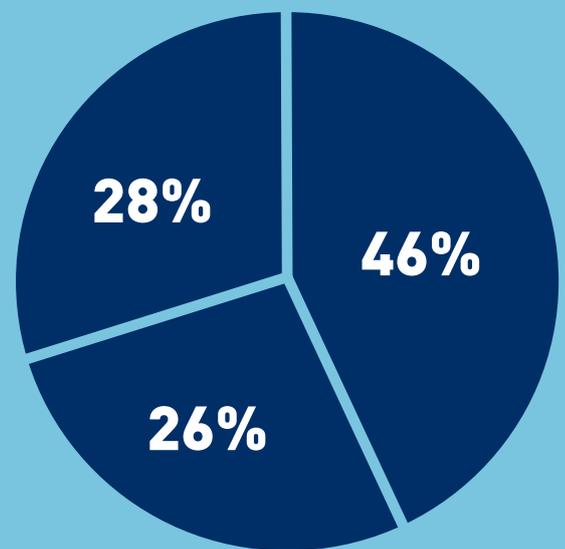
12%

Complain discreetly via letter or email

10%

Post a comment on social media

If you were prompted for feedback before leaving would you react in the same way?



46% Yes, I would react the same

26% No, I would react differently

28% I don't know



● The right tools for the job

There are a number of WiFi solutions on the market - all armed with varying features and benefits, and catering to a range of budgets. Not all providers will be able to offer you all of them, so it is important to shop around and evaluate the cost benefits before investing in a new system. Get advice from a number of different providers to ascertain what is available and practical for your business premises, and that will deliver a good return on investment. Look out for features such as those below:

- A welcome page to collect first-time user details, or 'welcome back' messaging for returning visitors
- The option to use your own branding, messaging and promote offers
- User internet policy compliance
- Webpage/app redirection for connected users
- Detailed reports to view customers who have accessed your WiFi network
- Control over the type of sites your users access
- Remote troubleshooting



● About Daisy WiFi

To ensure a streamlined in-store sales process, a number of different technologies need to work together seamlessly; point of sale devices, tills, inventory scanners, and in some cases interactive media kiosks. Daisy WiFi provides a stable WiFi infrastructure for businesses based on bandwidth requirements. A reliable wireless network leverages investment in the latest in-store technology, resulting in enhanced efficiency and customer satisfaction.

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[Click here for more information](#)



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