

UNLEASH THE POWER OF YOUR WiFi



wifinityTM

A STRONGER CONNECTION WITH YOUR CUSTOMERS

Give your customers regular WiFi and you might increase their satisfaction and loyalty. Give them Wifinity-powered WiFi and you get so much more in return. Wifinity gives you the most in-depth customer data imaginable. And it's all customised to meet your precise business needs. So with Wifinity you can enhance your marketing campaigns, in-store interactions, customer relationships and much more.

ENGAGEMENT METRICS

Customer Thoroughfare

Conversion of customers

Dwell time

Customer Loyalty

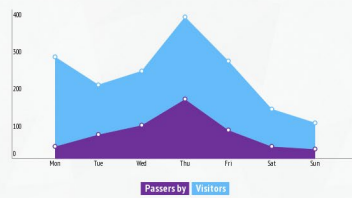
Total Store Time

Heatmapping



3000 customers today

Customer Thoroughfare

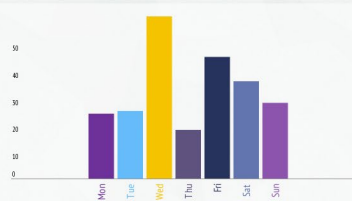


27.5% conversion

Conversion of customers

Average dwell 16 mins

Dwell time



1000 repeat customers, 33%

Customer Loyalty

approx 800 hours today

Total Store Time

When your business changes, so do we.

Your custom Wifinity solution is developed and supported by our own in-house team. So as your needs and the market change, we can react fast to make sure your solution evolves with them. With Wifinity, you're always at the cutting edge.

Less downtime. For your network and us.

Always working. That applies as much to our support systems as your WiFi solution. Your network is monitored 24/7. You can contact us from 8am to 10pm, 364 days a year. And with your own dedicated account manager, one helpful voice guides you through every phase of your project and beyond.

A big new name in WiFi.

We're building a reputation as the leader in WiFi solutions. Harvey Nichols uses Wifinity to get more from retail WiFi. The Ministry of Defence trusts us to supply over 50,000 soldiers with recreational WiFi. And we're the largest supplier of WiFi to UK holiday parks, including Holiday Resort Unity and Park Resorts.

ANALYTICS AND PRESENCE

Wifinity analytics and presence provides an insight into the behaviour of your retail customers

Monitor	conversions from window-shoppers to in-store customers
Track	customer loyalty through repeat visits
Manage	staffing and stock by understanding visit and dwell time
Measure	the effect of marketing and sales opportunity in your store
Enrich	customer profiles with social data

Analytics are gathered from WiFi usage and via detection of customers with WiFi enabled devices who do not need to be connected. The data is used to build up a fingerprint your customers giving a storyboard of their interaction with your store.

Narrating the Storyboard.

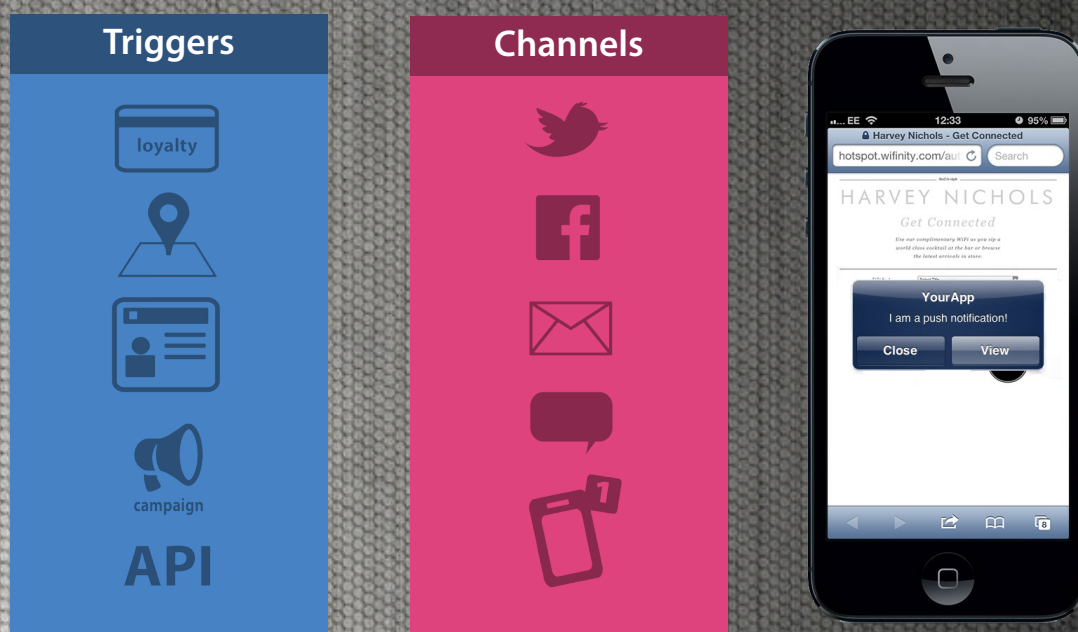
Every customer's passage is brought to life using Presence and Analytics. Using the Inbound API custom marketing data can enrich the customers fingerprint. For example a store could push their customers' previous and current monthly spend into the system allowing it to detect high-net-worth individuals currently visiting a site.

1 Push Notifications.

Notifications take the enriched fingerprint of each customer and in real-time correlates it with their flow through a location.

Marketing teams can build a set of rules which can be used to send highly targeted push marketing to customers in-store or once they have left, without the need for an installed smartphone app.

Push marketing is supported over SMS/E-mail, via a social channel such as Facebook or custom end-points. For example a customer could be sent a discount code for ice-cream when the weather is sunny and they walk into a reactive enabled ice-cream store.



HARVEY NICHOLS

Case Study

The Client

Harvey Nichols, one of the world's most prestigious luxury retailers, required a store wide, complimentary WiFi service for guests. In addition to being reliable and high speed it also had to work as a durable platform for extending store operations and corporate networking services throughout the retailer's UK estate.

- 9 UK Department Stores
- OXO Tower Restaurant and Brasserie
- Corporate Head Offices

In addition to providing complimentary visitor WiFi the Harvey Nichols marketing team was keen to explore new communication channels and marketing initiatives utilising Wifinity's retail insight tools.

The Solution

Wifinity surveyed, project managed and installed 324 wireless access points, POE switching, and client access servers throughout the Harvey Nichols UK estate. Engineers designed the network to ensure that all "shop floor" back offices, training rooms, meetings rooms, etc. had great network coverage.

Installation and network engineers worked through the night alongside Harvey Nichols internal team to deliver the physical network, without impacting the high quality look and feel expected by Harvey Nichols clientele.

As well as deploying the physical network Wifinity provided access to their Retail Insights tools, delivering detailed shopper analytics and reactive marketing capabilities to the Harvey Nichols Marketing team.

Wifinity Benefits

Wifinity's Retail Insight tools have allowed Harvey Nichols to communicate with their visitors in real time. Marketing and merchandising teams can build immediate reactive campaigns which target shoppers by average spend, lifetime spending, purchase frequency, in store search history, and even in store location – all with the Wifinity API (application program interface), which links WiFi directly to existing in house CRM and loyalty systems.

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