Profitable WiFl for Retail

Introduction

The deployment of WiFi in the Retail Industry has been a game changer for engagement and customer relationships. More and more retailers today provide WiFi services than ever before. Shopping complexes, retail stores inside of those complexes, all provide WiFi. Apart from increased customer satisfaction, WiFi in retail opens up many other avenues for retail businesses to leverage to their advantage. WiFi monetization, WiFi marketing and analytics are key drivers for retail WiFi. It has also enabled retail to gather key insights into consumer behavior, and solicit their in-store experience through WiFi surveys. The average shopper today is tech savvy, living in an all-connected world. It only makes sense for businesses to facilitate that all-connected experience whenever and wherever they can, for better customer service. Retail businesses want to keep shoppers in the loop as much as possible. The more time they spend on-premise, the higher the chances are that the shopper might buy something and the retailer would make a sale. WiFi is very enticing to shoppers who look to stay connected at all times. Providing WiFi on-premise can help retailers retain customers and ensure good customer satisfaction. Presence services is another key driver of WiFi in retail.

Presence services are enabled by specialized WiFi Access Points in the premises. As soon as a customer walks into the premises, the central database is updated about the presence of a device. These presence services gather intelligent insights and create a sea of opportunity for retailers to target consumers and generate value.

Key Requirements for Connected Campuses

Key requirements of retail WiFi are:

- Fast and reliable WiFi

- WiFi Monetization Platform

- WiFi Marketing & Advertising

- WiFi Analytics

- Branded Captive Portal

- Location-based marketing

- Presence services

- Proximity marketing

- User Activity Reports to optimize the consumer experience

Retail WiFI-in Depth

Let us take a look at *What* retail really requires

WiFi Monetization Platform: Although WiFi cost has gone down over the years, it can still be a considerable capital expenditure for businesses plus added cost of operating and maintaining this infrastructure. Businesses are looking to cover CapEx and OpEx and reduce total-cost of ownership. There are multiple ways through which WiFi can be monetized. Integrated payment gateways in the landing page or splash page can deploy

direct billing methods offering a freemium service, which combines both free and premium WiFi options.

Tiered billing is better option as opposed to volume billing; tiered billing allows generation of more revenue than a monolithic volume billing strategy.

WiFi Marketing & Advertising: WiFi marketing is a good strategy for marketing campaigns targeted towards individuals moving around large shopping complexes, and even for standalone shops who provide a WiFi service. WiFi captive portals can be used to display static image ads or video ads intermittently or pre & post login. Another key function of WiFi marketing is the use of push notifications, businesses can use SMS notifications to inform users regarding latest offers.

Location or Proximity Marketing: Shopping complexes are big. So how should businesses effectively target its customers? Location-based or Proximity marketing is the answer. In a shopping complex, multiple APs are set up across all levels. If business 'A' is near Access Point 3, a customer approaching AP 3 can receive a push notification regarding A's latest offering and discounts that may tempt the customer to drop in and see what the offer is all about.

WiFi Analytics: It's a common phrase today that 'Data is the new oil'. Businesses should not undermine the power of analytics. Understanding consumer behaviour can benefit businesses to a great extent. WiFi can help businesses conduct surveys to help them understand what the customer wants, and use those key insights to drive their marketing & sales strategies.

Bandwidth Management: Complexes have a very high usage of WiFi, at any point in time a few hundred, to a few thousand users might connect to the WiFi. In such cases, it is imperative that the rate of bandwidth be managed at the end-user level to guarantee seamless and equal experiences to all users.

Authentication of Users: Open networks are a potential security hazard, if not secured properly. Shopping complexes being Open networks, cannot afford to manually authentication and verify each of their users. It is uneconomical and rigid. Each user connecting to the network should be automatically verified with a quick Know Your Customer (KYC), to ascertain the identity of the user for record keeping. User KYCs are legally mandated in many countries and it cannot be compromised on. There are multiple ways to gather KYCs, through social media credentials or One-Time-Password (OTP) based logins et al.

Branded Captive Portal: Captive portals are the entry points to the network for the end-user. Captive portals need to be addressed carefully by businesses since the captive portal represents and reflects what the customer gets from the business. Captive portals can be fully customized as per the business's requirements. A good Captive Portal is neat and should deliver crisp messaging about what the brand is all about.

In-store navigation: Businesses can use their WiFi for helping people navigate through their stores to help people get where they want to with ease, without having to search too much for what they want.

Like in every other vertical, retail WiFi deployments face challenges too. Here are some key challenges that businesses are presented with when implementing WiFi:

- Providing Seamless WiFi coverage

- Capacity Planning

- Reduce CapEx and OpEx

- WiFi monetization

- RF Design

- Central management of network

- Security of the open network

- Ease of deployment and maintenance

- Building brand image

- Gathering data for analytics

Our Solution

WiOS is our cloud-based OSS / BSS software used for central management and control of hotspots distributed anywhere across the world, all through a single console. With WiOS working in conjunction with UniMax Access Points, you can control and monitor your entire network, configure network, comply with local regulations, monetise the WiFi service which you provide, generate real-time user activity reports and much more.

One of retail WiFi's key requirements is analytics. WiOS gives you detailed insights into user behaviour. Insights are driven by analytics; retailers need analytics more than ever. At a time when retailers are in fierce competition with online stores, with the latter having the edge over them in terms of analytics, retail stores need to have WiFi deployments that allow them to extract useful data, and have it presented to them in a way that is easy to comprehend, and easy to work with. With WiOS, retailers can conduct surveys of their customers, understand their behaviour and utilize this information to drive strategies. Our solution comes with intelligent presence services which profile devices as they enter your establishment and helps

us to check for repeat visits, this data can be utilized to learn more about user behaviour and footfall.

Here are a few key highlights of what WiOS enables for retail:

• Single Console Management

• Network Management System

• WiFi Marketing

• WiFi Monetization Platform

• Presence services

• Policy Management

• Bandwidth Control

• AP Management

• Live AP status

• Graphical Information Dashboard

• User Activity Reporting

Implementation

15 minutes. That is all it takes to set up an up and running, analytics enabled WiFi deployment using WiOS & plug-and-play UniMax Access Points.
For distributed retail: WiOS and UniMax APs support all your requirements while fulfilling all your necessities.

WiOS enables retailers to centrally monitor real-time data flowing in through UniMax APs to gather insights. WiOS is designed to scale networks and configure them automatically. WiOS being cloud-based, is hosted on a secure cloud giving you 24x7 access to your network, while

ensuring zero to minimum downtime. WiOS enables retailers to conduct surveys which are crucial to drive sales and marketing strategies. They can use WiOS to market, monetise and analyze.

UniMax Access Points serve all your needs, indoor and outdoor. UniMax Access Points are plug-and-play configured. Retailers do not need to spend time trying to work around getting the Access Points to function. UniMax Access Points Indoor Access Points can be ceiling or wall-mounted, depending on what the implementation requires. Our outdoor APs are robust and can be pole mounted. Dual-band UniMax Access Points from Indio work perfectly in high density environments where the concurrency of users is high.

For standalone retail: If business owners do not require remote cloud-based control of the network, they can deploy UniBox. UniBox is our on-premise, integrated hotspot controller which allows operators to control the network through the UniBox's Dashboard. Vendors do not offer on-premise hotspot controller solutions like we do. There are businesses which require a single, one-time solution, that they can trust and rely on. We make this possible with UniBox. UniBox comes in seven different models each serving a different use case and functionality.

With us, retailers get a one-stop solution that takes care of all their WiFi requirements. Our solutions are easy to deploy, maintain and manage. Single-vendor WiFi deployments offer retailers higher levels of trust and control over the network. Such deployments are easy to troubleshoot and monitor because there are no incompatibilities within the system itself, which makes it highly reliable.

Solution Benefits

WiFi for retail has helped businesses discover many key insights to drive strategies. Businesses today deploy WiFi to gather an immense amount of data, and use it to push promotional offers based on insights gathered. Here are a few impactful ways through which our solutions have empowered different businesses with WiFi:

- Helped businesses generate over $300K in total revenue through WiFi monetization

- WiFi experience resulted in a 15% rise in sales

- 25% more footfall after providing seamless WiFi

- Registered 100K unique user signups

- Brand management through Captive Portals made easy

- Customer analytics from various outlets compared with sales

- Centrally managed hotspots in over 100+ locations

- Repeat customer business recorded a 40% jump

- Weekly customer research by teams through Dashboard

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