WiFi Engagement & Analytics

DATA AND INSIGHT FOR YOUR PHYSICAL SPACE.

Access valuable data and analytics that help you build detailed visitor profiles and better understand how visitors are moving around your space.

Get to know your visitors and build detailed visitor profiles

Easily segment data to understand your different visitor groups

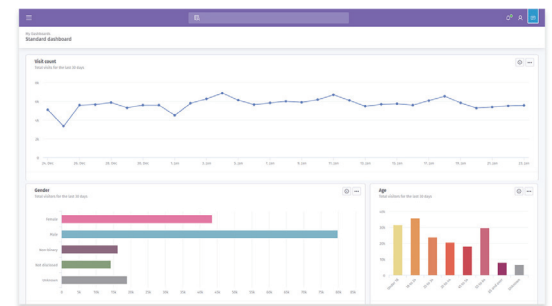Use the data collected to deliver personalized marketing campaigns

Optimize your space based on how your visitors move around

Optimize Your WiFi Network

Telesystem's WiFi Engagement & Analytics platform is unrivaled in its power and flexibility; whether that's capturing key visitor data, building detailed visitor profiles and reports, or segmenting data to improve visitor engagement, we offer the tools and reporting functionality to transform your physical space and deliver exceptional visitor experiences.
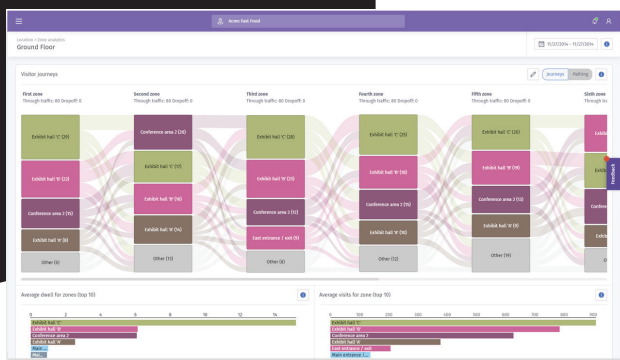
With our cloud software enabled over Telesystem Managed WiFi hardware you can access key demographic and behavioral visitor data.

Capture real-time visitor data and insight including name, age, gender, social interests, contact information, frequency of visits and more.

You can also capture detailed information about how visitors move around your venue and utilize space through a variety of reports including footfall, zone flow, heatmaps, dwell, and dots on the map.

All of the data collected is stored within a centralized, enterprise-class reporting suite, ready for you to analyze and use to make informed decisions.

Telesystem

WiFi Engagement & Analytics Use Cases

- Increase venue safety through automated occupancy tracking
- Obtain more accurate contact information and integrate directly with CRMs
- Ensure venue compliance, cleanliness and social resposibility
- Automated door access and occupancy control
- Get ahead of safety risks within your venue
- Display live wait times to improve experiences and reduce churn
- Improve operational efficiency

- Optimize your venue layout
- Improve employee engagement
- Gathering customer feedback
- Measure your net promoter score
- Enhanced asset tracking for critical equipment
- Keep your network secure
- Monetize your WiFi
- Increase Storefront conversion
- Drive loyalty scheme participation
- Drive offline visitors online

Movement Intelligence

Location analytics is integrated over your WiFi network and uses de-identified MAC address 'signals' to understand how visitors move around your venue. We use geo-fencing technology to create zones for specific areas, such as a new clothing range or food stall, to establish footfall journeys and identify the hotspots within your store for different customer segments.

All this data is then fed into the analytics portal where you can optimize your venue based on real-time information and what purchases customer are considering. Finally you can action this data with proximity marketing by driving campaigns that are triggered by a WiFi user's location, behavior or demographic.

Key Features

- Track your customers' movements around your venue
- Identify visitor journeys and paths
- Footfall and heat mapping
- Ability to create floor plans and add your hardware
- Zone creation and management
- Real time reports on journey management
- Sensor management

Advanced Wayfinding Solutions

We're helping users get to where they need to be.

Navigating using GPS apps such as Google Maps and Waze have naturally become a part of everyday life for many of us. End-to-end driving directions help make traveling seamless, yet until recently blue dot technology has been limited to the outdoors. Advances in the field have made it possible to provide real-time location tracking indoors, offering a platform to create highly personalized and end-to-end navigation experiences for patients, guests, and their employees.

We're dedicated to making indoor location technology more accessible to organizations world-wide by using our proprietary blue dot technology, which merges data given off by the metal structures within buildings, wifi access points, and Bluetooth hardware to create precise indoor location tracking and mapped walking routes. We provide our system to organizations who are looking for a scalable solution to everyday navigation challenges.

Digital maps: Branded digital maps developed to support indoor navigation.

Indoor navigation: Point-to-point directions guide users to their destination, managed via a universal CMS.

Step-by-step route audio instructions: Directions are delivered to the end user via the phones audio capabilities.

Location-based services: Alerts and notifications that personalize the user experience.

Data insights: Data intelligence about facility usage and navigation patterns.

Key Features

- Accurate blue dot positioning within 1.5 meters
- Step-by-step route audio instructions
- Seamless floor detection and transitions
- Rerouting notifications
- Location-based messages (geofencing)
- Highly intuitive UI/EX
- Mobile responsive web accessibility (non-app / non-mobile users)