



Digitize the physical space of your venue to capture, analyze and action data of how different visitor profiles behave.

From concert halls and stadiums, to restaurants and hotels, unlock a wealth of insight with Telesystem's WiFi Engagement & Analytics solution, bringing Google Analytic-like insights to on-site experiences. Using a captive portal to collect visitor WiFi and presence analytics, these insights give venues the ability to combine online and offline customer experience data. Businesses can then send personalized, hyper-targeted emails, offers and information relevant to each customer connecting to their WiFi to increase return visits, improved experience, social followings, loyalty and direct sales.

The captive portal collects and reports on a rich array of data, including: number of visitors; time of visit; type of device used; time spent on premises; a list of websites browsed while on-site; gender; age; email address and more, relative to your license.

A PATHWAY TO HIGHER RETURN



Benefits and Use Cases for WiFi Engagement & Analytics

Use Guest WiFi to collect visitor data & contact information and grow your CRM

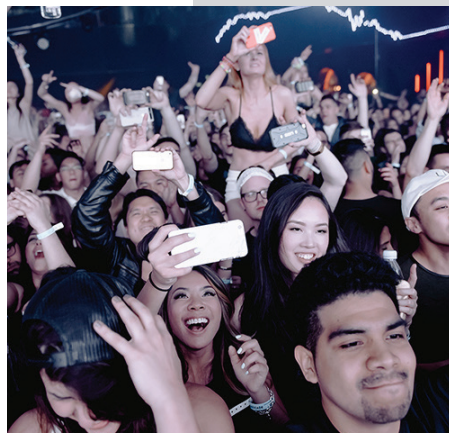
Utilize your guest WiFi to collect visitor contact information which can be transferred into your CRM database & BI Systems and used to send targeted communications to drive revenue.

Increase incremental revenue by sending real time communications

Use the contact information from Telesystem & our inbuilt marketing functionality to promote food and beverage and merchandise in real time to visitors to encourage increased revenue. Drive upsell opportunities by promoting non-room revenue to customers while connected to WiFi.

Why should you transform your hotel/venue into an intelligent space?

- **38% of total hotel revenue is non-room related¹**
- **65% of fans are interested in joining a loyalty program but only 3% are in one²**
- **Companies using advanced personalization report a \$20 return for every \$1 spent³**
- **37% of fans would utilize food and beverage suggestions based on their social media activity²**
- **74% of consumers say "living profiles" with more detailed personal preferences would be useful if they were used to curate personalized experiences, products and offers⁴**
- **33% of fans are not satisfied with how easily navigable stadiums are⁵**
- **Just 66% of hotel guests feel satisfied with how personalized their experience was⁶**
- **85% of sports leaders believe that improved fan engagement is one of the top opportunities to increase revenue⁷**
- **Only 65% of hotel guests feel that hotel brands create moments that surprise them and exceed their expectations⁶**



¹ Knight Frank, UK Hotel Trading Performance Review, 2017

² Oracle, Stadium of the Future, 2019

³ The Relevancy Group, The Value of Personalization Optimization, 2019

⁴ Epsilon, 2019

⁵ Deloitte, The Stadium Experience 2018

⁶ SITA, Air Transport IT Insights, 2019

⁷ PwC, PwC's Sports Survey, 2019

Benefits and Use Cases Continued...

Enrich data records & existing visitor profiles to personalize communications

Visitor profiles can be enriched with additional information such as demographic, behavioural and social interest data. For example, the number of visits or their hometown.

Drive upsell opportunities through promoting other products & services

Use the data collected from Telesystem WiFi Analytics to segment your fanbase and promote other products and services that would be of interest to certain groups of fans. For example, hospitality packages.

Personalize your communications and tailor the guest experience

Using the data points you have collected using Telesystem WiFi Analytics, start to personalize your communications to each individual guest with offers unique to them to encourage increased repeat visits and increased spend per visit. For example, identify when it's a guest's birthday and send them a birthday treat.

Gather more customer feedback by automating surveys

Use Telesystem's in-built survey functionality to request feedback from visitors when their experience is still fresh in their memory.

Improve operational efficiency by adjusting digital wayfinding to reflect different types of events

Adjust the routes that are presented within our digital wayfinding solution depending on the type of event taking place. Open and close entrances and exits, direct visitors down predefined routes, suggest alternative routes, and adjust staffing levels based on footfall analytics.

Drive loyalty scheme participation

Promote your loyalty scheme as part of the WiFi access journey or use the contact information collected from Telesystem WiFi Analytics to send communications to promote the scheme post-visit.

Improve the visitor experience by making your venue easily navigable

Blue dot technology, similar to Google or Apple Maps, can help visitors easily find their way to their rooms, seats or other amenities and additional services in and around the venue, including restaurants, bars or gyms. Geofencing technology allows for location-based messages to be sent.

Drive app downloads to encourage loyalty

You can redirect visitors at the end of the WiFi access journey and prompt them to download your app, linking to the relevant app store based on the device type.

Understand visitor behaviour and take steps to influence it and make informed decisions

Gather information around how your visitors behave in your venues, and identify frequency and recency of visits, footfall traffic patterns, services used, and where and how long people dwell in certain areas. Data collected can be broken down by demographic and used to influence this behaviour. For example, encourage fans to arrive at the venue earlier to take advantage of food and beverage options.

Increase season ticket holders

Identify fans that visit your venue often but aren't season ticket holders and send them communications promoting the benefits of season tickets.

De-anonymize visitors that have booked or made purchases through 3rd party sources

According to StubHub, 44% of fans purchase tickets from a 3rd party other than the team or venue. Use Guest WiFi to identify these fans and collect their contact information. Collecting all details (such as those of guests on hotel booking sites) and using the information to market back to customers, will encourage them to book directly on their next visit.

Monetize your WiFi through sponsorship

Team up with your commercial partners to allow them to sponsor parts of the WiFi access journey, such as interstitial videos, SMS and emails.

Increase return rates and increase ticket sales

Identify casual visitors and try to convert them into loyal visitors by sending communications around upcoming games, events or promotions, or even push events that are unlikely to sell out.

Increase the volume and quality of reviews

Use Telesystem's TripAdvisor connector to automate review requests at the time guests are most likely to leave a review. Research by Cornell University suggests that the quality of TripAdvisor reviews increases by 11% with 101 or more reviews while further research suggests timing your reviews right can improve response rates by 7.5%

Drive cross-sell revenue by promoting other events at your venue

If you operate a multi-use venue, use the data from Telesystem WiFi Analytics to promote other events that may be taking place. For example, using the social interest data collected you could identify fans of certain music acts among your database and promote tickets to these fans when the act performs at your venue.