



## Create exceptional customer experiences through WiFi analytics, wayfinding and marketing automation.

Telesystem's WiFi Engagement & Analytics solution brings Google Analytics-like insights to in-store experiences. Using a captive portal to collect guest WiFi and presence analytics, these in-store insights give businesses 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, 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 in-store; gender; age; email address and more, relative to your license.

### A PATHWAY TO HIGHER RETURN



## Benefits and Use Cases for WiFi Engagement & Analytics

### Using Guest WiFi to collect customer data

Promote the guest WiFi in store and offer an incentive for people to log-in into the WiFi. You can then transfer this customer data to your CRM database & BI systems.

### Enrich existing data records and profiles

This customer data can then be used to supplement your existing customer profiles with demographic, social interest and in-store behavioral data.

### Bridge the gap between online and offline

You can use the customer's email address to create a unique identifier which can be used to bridge the gap between online and offline purchases & behavior.

## Why should you transform your stores into intelligent spaces?

- **By 2023 sales in physical stores will still make up 82% of all retail sales<sup>1</sup>**
- **83% of consumers are willing to share their data to create a more personalized experience<sup>2</sup>**
- **Consumers are willing to pay a 16% premium for a great customer experience<sup>3</sup>**
- **64% of consumers say convenience is one of the most important factors to them when choosing a retail brand<sup>4</sup>**
- **32% of consumers would stop doing business with a brand they love after one bad experience<sup>3</sup>**
- **42% of US consumers make a purchase that results in rewards/benefits at least several times a week<sup>5</sup>**
- **Companies using advanced personalization report a \$20 return for every \$1 spent<sup>6</sup>**

<sup>1</sup> eMarketer, Global Ecommerce, 2019

<sup>2</sup> Accenture, Personalization Pulse Check, 2018

<sup>3</sup> PWC, Future of CX, 2018

<sup>4</sup> Deloitte, Holiday Retail Survey, 2019

<sup>5</sup> KPMG, The truth about customer loyalty, 2019

<sup>6</sup> Liveclicker, The Value of Personalization Optimization for Retailers, 2019



## Benefits and Use Cases Continued...

### Start to get a 360 degree view of your customers

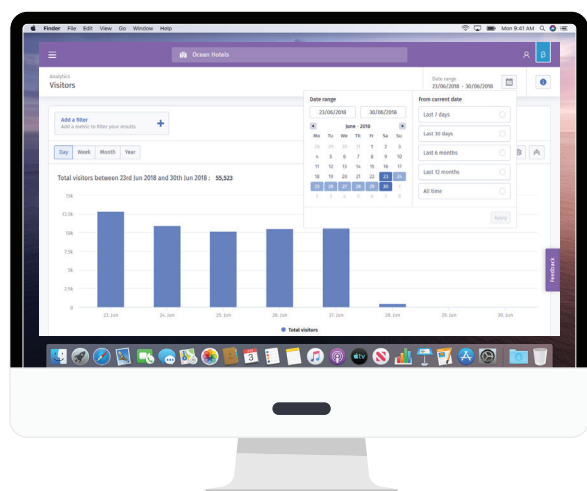
You can start to fully understand your customers' behavior both online and offline with key insights such as how many times they visit a physical store, how long then spend in-store, whether they browse in-store and convert online and much more.

### Personalize your communications

Using the data points you have collected, start to personalize your communications to each individual shopper with offers unique to them to encourage increased repeat visits and increased spend.

### Drive app downloads

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



### Promote additional services to cross & upsell

You can redirect customers at the end of the WiFi access journey or send them a real time communication promoting other products & services such as store or reward cards.

### Drive loyalty scheme participation

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

### Make it more convenient for your customers to shop in-store

Direct customers directly to the items that they're interested in and make their experience as convenient & hassle free as possible using indoor satellite navigation.

### Make sure your customers see the products that you want them to see

You can direct your customers down predefined routes which ensures that they pass areas or products that you're promoting using our indoor mapping software.

### Make data driven merchandising decisions

You can start to make product placement decisions based on science by analyzing footfall and location data to see how foot traffic flows through your store.

### Drive repeat visits

Identify the number of visits customers have made in-store and use tailored communications to increase return rates.

### Reduce the time between visits

Identify the length of time between customer visits and use tailored communications to create urgency to increase frequency of visits.

### Increase the average customer spend

Send real time customer communications when in-store to promote offers and promotions, use geo-fencing to send offers based on the location within store or send offers post store visit.

### Convert offline shoppers online

Send tailored communications post store visit with relevant and personalized offers to convert any shoppers who were just browsing online.