



Successful Smart Cities have a clear plan of how to connect with their citizens, workers and visitors, and most importantly use that connection to drive knowledge.

Telesystem aids this by transforming city locations into Intelligent Spaces. Cities can then leverage technology, know-how and clear insights, which enables our users to drive desired outcomes.

WiFi analytics involves using the public WiFi network as a means of capturing visitor data. This data can include contact details, interests, hometown, footfall, dwell, frequency of visits and more.

Using WiFi not only provides a service of connecting people, it enables the collection and interaction of data which translates into details like who the different visitors are. With this data, Smart Cities can prompt visitors to complete a survey for why they're there, and even send real-time marketing details about events and promotions coming up throughout the year.

| Objectives | Actions | Results |
|--|---|--|
| Gain a larger social media following | Communicate key messages through splash pages to promote events/create awareness | Created multilingual access journey to fit all demographics |
| Capture data of the general public, including demographics, location and contact information | Use surveys and polls to receive feedback/suggestions to make improvements to local areas | 75% of users logged in using one of the social media options |
| Capture user data through WiFi access journey | Use different social media login options and a registration form | 208% increase in Facebook likes |
| Boost online reviews | Send emails with a link to give reviews | 50% increase in TripAdvisor reviews |
| Increase user engagement online | Target visitors who logged in to WiFi with personalized ads | 838% increase in Facebook likes |
| Use surveys to capture insights and user feedback | Send surveys a day after their visit to gain feedback | Over 2,500 surveys sent, there was a 100% response rate |

Actionable Insight

With our cloud software enabled over the existing WiFi network, it is possible to access a wealth of rich WiFi Analytics.

Similar to website analytics, the platform provides real-time user data and insight including name, age, gender, social interests, contact information, location, footfall, dwell, frequency of visits and much more.

All of the data collected is stored within a centralized, enterprise-class reporting suite, ready to be analyzed and create action.

In addition, it is possible to export digital profiles and all data points directly into government marketing and CSM solutions.

Why should you transform your town or city into a smart & connected place?

- Only 37% of people in OECD countries considered that they had a say in what their government does¹
- 45%: the average trust level in government across OECD countries¹
- 64%: the satisfaction rate with public services of citizens in OECD countries¹
- 50%: number of OECD countries that have an open government strategy¹
- 90%: of OECD countries require government data to be available free of charge¹
- \$1.97 billion in public sector cost savings from open data across EU countries²
- 87% of businesses use open data published by governments²
- 50% of businesses use open mapping data²
- 29% of businesses use open data on demographics & social²

¹ OECD: Government at a Glance 2019

² Open Data Institute: Data entrepreneurship: exploring successful business models with open data 2017



Know Your Citizens

It is possible to create a digital profile of all users across the city by capturing key information in relation to their preferences and how they behave.

This information can be used by a number of key stakeholders. It supports businesses to create tailored campaigns to drive new customers and repeat visitors, as well as the government to provide key programs for their citizens and visiting tourists. All of this information can be exported directly into existing marketing and customer solutions or combined with existing citizen databases.

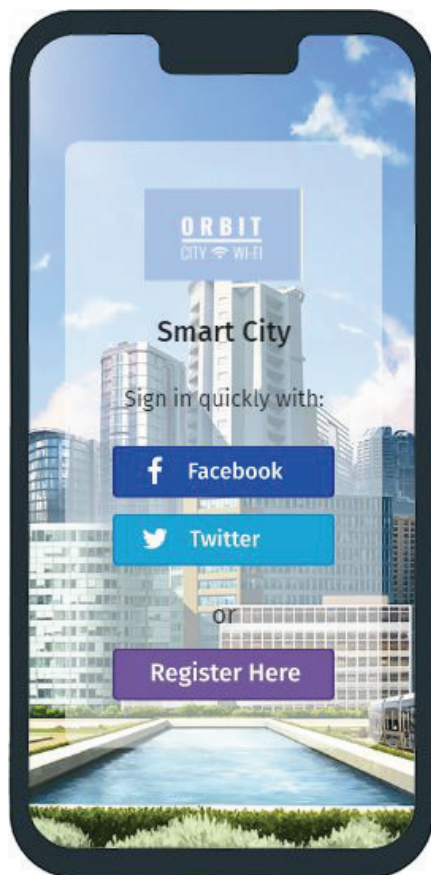
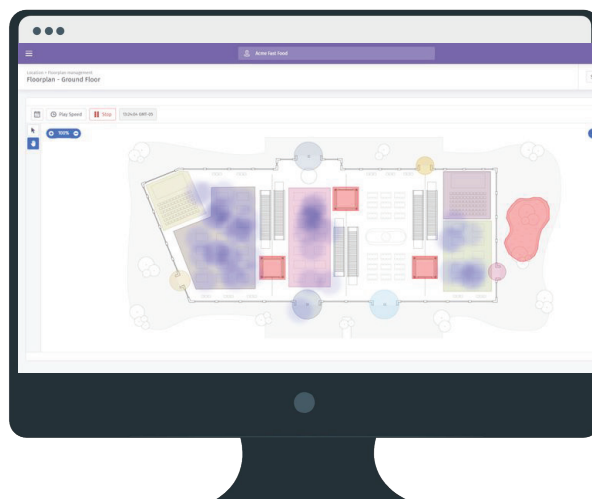
Monitor and Measure

Presence Analytics bridges the gap between Google Analytics and the real world, offering real-time data and reporting by utilizing WiFi technology.

This information provides governments with an unprecedented level of insight into citizen and tourist behavior and opportunities to engage directly.

By tracking the presence of devices across key areas of the city or within specific venues, it is possible to analyze trends such as traffic flow, occupancy and dwell.

This insight enables governments to understand areas of risk, evolve guidelines for venues and ensure citizens and tourists are educated to provide the best, and safest experience.



Engage and Evolve

Once a clear communication program has been established, it is much easier to connect and engage with users across the city. Through segment-based education, feedback and rewards, it is possible to start the process of reigniting the economy and improving the reputation of the city.

Educate and Keep Safe

Safety comes in many forms and Telesystem WiFi Engagement & Analytics has you covered on all of them; whether it is educating citizens and essential workers in order to keep them away from risk or ensuring their personal data remains confidential and private.

As isolation restrictions for COVID-19 start to lift and cities progress through phases of recovery, it will be essential for local governments to monitor discipline to agreed legislation.

Local businesses will need to adhere to occupancy limits and levels of hygiene that can only be monitored efficiently if conducted through a connected city. Businesses who are failing, or areas where citizens feel unsafe can be identified quickly and the government can take corrective measures to protect the city.



Building Reputations

During times of crises, such as COVID-19, many cities across the world have potentially had their reputation impacted. This will lead to pressure on the local economy and a challenge to educate tourists into returning to the city when it is safe to do so.

There are a lot of challenges when it comes to managing crises and Telesystem WiFi Engagement & Analytics helps by providing a singular platform to push consistent messaging.

Self-Funding Programs

Telesystem WiFi Engagement & Analytics provides cities with the opportunity to drive revenue through sponsorship and advertisement in order to create self-funding WiFi programs that can evolve over time.

Allow key partners to purchase advertising space through the access journey. These sponsorship programs leverage key attitude and behavioral data that has been captured through interaction with the end user.

Sponsorship dollars that are generated based on target marketing can then be used to improve WiFi services. This can increase the quality of the service or expand the coverage across the city. As more data is captured, the insight becomes increasingly valuable and drives stronger return on investment for all stakeholders.

Stakeholder Rewards

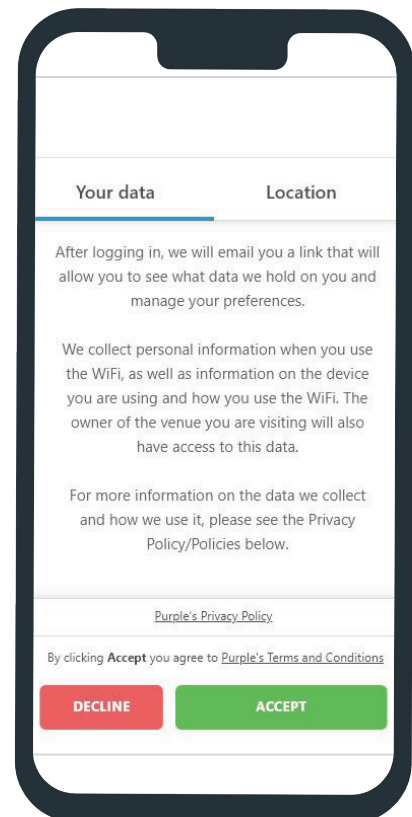
On average, 20% of people will login to free WiFi when it's available. Yet, cities, governments and businesses often don't know how to optimize the WiFi experience for users and leverage the data it produces.

By leveraging this insight, it is possible to drive clear rewards for all key stakeholders. Citizens and tourists have an improved experience, and entrepreneurs can connect better than ever with their customers to drive more visits and increase spend. Meanwhile, Governments can educate and keep their citizens happy and safe while increasing revenue and producing better return on investment for sponsors.

Great Data, Great Responsibility

We've made it our responsibility to not only ensure that Telesystem WiFi Engagement & Analytics is compliant with new regulations, but that all our customers are aware of the changes and how they could potentially affect them.

As well as ensuring data protection for the city and associated businesses, Telesystem ensures that the end user is equally protected. It is possible for users to view and amend data settings, ensuring that they are comfortable with how their information is shared and used.



Benefits and Use Cases for WiFi Engagement & Analytics

Use Public WiFi to collect citizen contact information & grow your contact database

Promote WiFi in public places to collect citizen contact information that can be used to communicate one-on-one with citizens.

Use demographic data to inform decision-making & reduce costs

Use the demographic data collected from public WiFi to inform decision making. For example there may be differences in the use of services between different demographic profiles at different times.

Use behavioral data to inform decision-making & reduce costs

Smart devices constantly send signals to wireless access points. You can use these signals to determine high areas of dwell and high footfall areas which can be used to inform decision-making for public places.

Personalize communications to citizens to increase public satisfaction

Use the demographic and behavioral data points collected from public WiFi and use them to personalize communications to citizens. For example, you may want to communicate a different message to a 65+ male and an 18 year old female.

Gather feedback at-scale to show you're listening to citizens

Use the contact information collected from public WiFi to send surveys to collect citizen feedback on how to improve public services.

Provide businesses with a source of data to boost economic growth

Share information with businesses which can be used to shape their product, services and value proposition.

Enable data driven commercial decisions to generate increased revenue

Use footfall and dwell time data to aid discussions with 3rd party commercial companies such as REIT.

Improve social distancing & protect the local area from disease outbreaks

Social responsibility reporting that allows to view how densely populated certain public areas are allowing for measures to be taken to aid social distancing.

Digital contact tracing to increase efficiency

Collect citizens contact details during public health crises that allow for effective contact tracing and help suppress the spread of diseases.

Provide citizens with a valuable public service to improve the standard of living

Free public WiFi is a highly valued service for citizens which allows for increased connectivity and helps the public economically by removing the requirement for cellular data.

