WiFi Engagement & Analytics
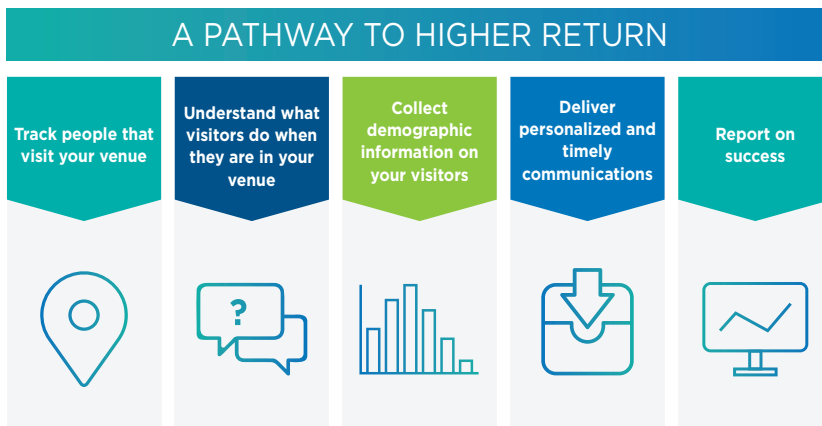## for Banking

Telesystem

Undergo a digital transformation to build better customer profiles and personalize marketing campaigns.

With new innovations in technology and the number of consumers using digital channels only increasing, many banks are embarking on large scale digital transformation projects aimed at enhancing the customer experience.

WiFi analytics involves using your guest WiFi network as a means of capturing customer data. This data can include name, date of birth, interests, hometown, contact details, footfall, dwell, frequency of visits and more. For peace of mind, all visitor data will be accessible to visitors and customers via their own My Data Privacy Portal, at any time.

You can then use this data to build better customer profiles and drive personalized marketing campaigns; ultimately transforming your guest WiFi network into a revenue generating tool for your business.

A PATHWAY TO HIGHER RETURN

Track people that visit your venue	Understand what visitors do when they are in your venue	Collect demographic information on your visitors	Deliver personalized and timely communications	Report on success

Benefits and Use Cases for WiFi Engagement & Analytics

Use Guest WiFi to collect customer data & contact information and grow your CRM
Promote the guest WiFi in branch and utilize this to collect customer contact information. You can then transfer this customer data to your CRM database & BI systems and combine it with other data sets.

### 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-branch 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 retail bank branches into intelligent spaces?

- Banks operating smart branches see a 30% increase in sales, 35% reduction in cost per branch and a 50% increase in profit per branch[1]

- 89% of consumers still prefer branches when they require advice[1]

- 67% of customers are willing to grant banks more access to their personal data[2]

- 63% of customers want more tailored advice in return for the information they share[2]

- 48% of customers want relevant information sent to them when they need it in relation to where they are in the sales cycle[2]

- 31% of all consumers & 41% of Gen Z consumers would consider purchasing banking services from Google, Apple, Facebook and Amazon[2]

- 71% of banking customers are willing to receive automated support around opening accounts[2]
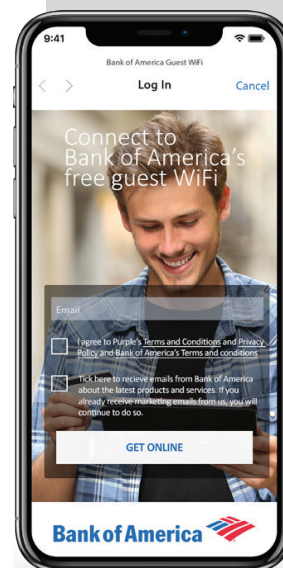
[1] McKinsey, A bank branch for the digital age, 2018

[2] Accenture, How banks can meet customer demands, 2017

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 branch or whether they visit a branch for advice and then go on to convert online.
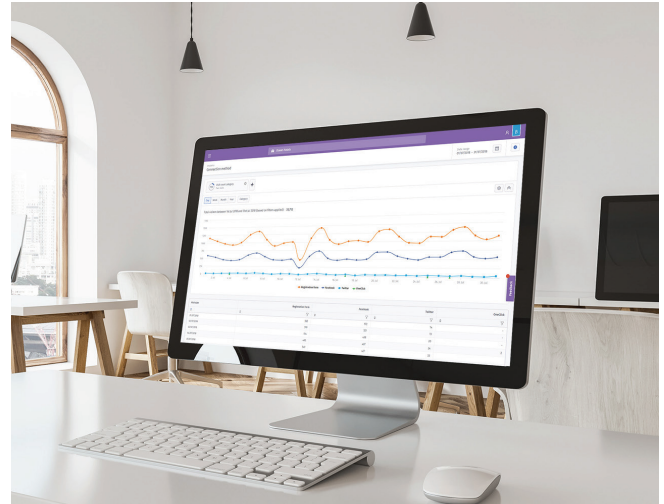
Personalize your communications
Using the data points collected, you can personalize your communications to each individual customer with offers unique to them.

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 credit cards or mortgages.

Convert offline customers online after a branch visit
Send tailored communications post branch visit with relevant and personalized offers to convert customers after they've received advice in-branch but not yet purchased.
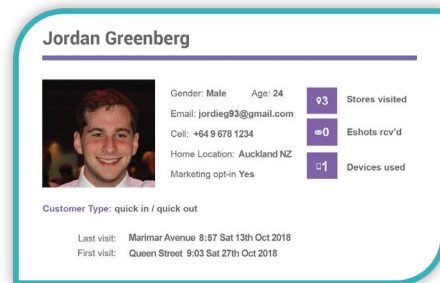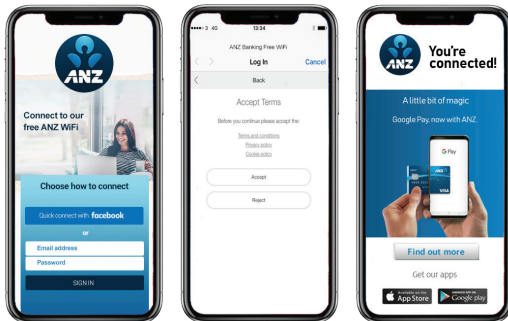
Measure your Net Promoter Score
You can use Telesystem's in-built functionality to send NPS surveys to customers after they have visited a branch and gather feedback on customer satisfaction.

Protect your network
Telesystem protects at the DNS layer and stops threats such as command and control attacks and ransomware from communicating back out to the internet.

Guest WiFi compliant with all global data protection legislation
Telesystem WiFi Engagement & Analytics is compliant with all data protection legislation globally including GDPR, CCPA, APP, PIPEDA & LFPDPPP.