

Use Guest WiFi to Wow your Customers

When thinking about delivering customers the 'wow' factor in retail, few marketers will pinpoint guest WiFi as the go-to tool. Yet with shoppers increasingly glued to their mobile devices at all times – including when they're out browsing stores – this virtual infrastructure can help retailers seamlessly merge their physical and virtual environments in order to communicate with and engage customers in amazing ways.

Social Shopping

- Improve social media presence
- Boost 'likes' & 'follows'
- Promote events and openings
- Extending a social 'hub' has been proven to increase footfall.

Location

- Detect where customers spend their time and how they move through the centre
- Location analytics aid smart data-driven decisions
- Handheld wayfinding and digital maps.



Personal Engagement

- Use touch points to deliver location based promotions and offers
- Tailor what offers are pushed to customers
- Drive on-the-spot purchases
- Notifications for repeat customers
- Manage gift cards and loyalty schemes.

Know Your Visitors

- Identify customers on entry
- Know their demographic, where they shop and eat
- Knowing your visitors can help run more efficient, targeted marketing campaigns
- Use WiFi to gather feedback.

A Consistent, Warm Digital Approach

- **Customizable welcome portal** – look & feel, multi-language, alias URLs and policies
- **Multiple login profiles** – social login, username/password, email, phone
- **Expanded customer database** – customer information to build an opt-in marketing list
- **Digital front door** – centre news, events, promotions, sponsor information
- **Engaging access journey** – custom onboarding experiences that engage customers and complement brands.

Analytics Services Enable Valuable Customer Insights

- **User Analytics** – in-depth insight into who shoppers are, how they use their devices and more
- **Wi-Fi Service Analytics** – how guest wifi is being used across the centre, including how many users are new vs returning
- **Presence Analytics** – capture foot traffic to see how shoppers behave during their visit
- **Location Analytics** – how shoppers move and where they spend their time.

*MallVision Digital can run over existing WiFi services