

Leveraging WiFi To Drive Revenues and Loyalty

Retailers are realising more and more that being connected to social media and sharing online is key to a great day out for many of today's shoppers. But most are missing out on the significant business opportunity presented by guest WiFi.



Here at Mall Communications we've developed an award-winning solution. MallVision Digital piggybacks on your existing WiFi, providing a seamless channel to interact with your customers during and after their store visit that is a proven driver of sales and loyalty.

HERE'S HOW

- ☛ Customisable branded welcome portal
- ☛ Data/behaviour capture enables personalised offers
- ☛ Mobile vouchers to boost spend/reward loyalty
- ☛ Personal touch builds lasting relationships



Surveys show that almost two-thirds of shoppers want to receive offers via text or email during their store visit and – crucially – that receiving targeted offers from a retailer make them more likely to return. Coupled with the statistic that 76% of buying decisions are made at the point of purchase underscores the value of a real-time engagement platform that allows you to influence customer behaviour.

When you add in the ability to inform business decisions with sophisticated data analytics – everything from customer segmentation to location tracking, dwell time, and attraction rate – MallVision Digital becomes a truly compelling proposition