Telesystem®

WiFi Engagement & Analytics

Retail Spaces

A proven solution to increase connectivity, maintain reputation and generate revenue

The need for change

If it's not connected, then it isn't smart.

The global smart retailer market was valued at $21.6 billion in 2020 and is expected to reach $62.5 billion by 2025.

Retailers and consumers alike believe that engagement and improving the overall in-store experience is one of the top opportunities to increase revenue moving forward.

With less people in-store, businesses look to make the most of the omnichannel strategy and with brand loyalty at an all time low, retailers must address the fact that consumer shopping habits have changed.

The importance of connectivity and embedding smart technologies into operations that ensure staff & visitor safety is now more important than ever, as well as improving the visitor experience and driving revenue.

Telesystem

WiFi Engagement & Analytics

Our goal is to make sure that physical spaces survive and thrive for current and future generations, by helping them to stay relevant and ensuring visitors enjoy going to them. We do this by turning them into Intelligent Spaces.

WiFi Engagement & Analytics is used in more than 65,000 venues, servicing more than a million end users every day. Customers include Michael Kors, Harrods, Walmart, Harvey Nichols, Kurt Geiger.

Through WiFi Engagement & Analytics, they have been able to understand who their customers are, how they behave when they're onsite, and through this insight we have been able to deliver safer, more pleasurable experiences while reaping the rewards for their own business.

An unconnected retailer

Many venues struggle to engage with their visitors while on site, and keep them informed throughout their journey. This issue can be overcome with the use of smart technologies.

Managing risk within and across retail venues is also a challenge. Whether that's quickly reporting, clearing spills or controlling occupancy, it requires a huge amount of work. Retail spaces need proven solutions to increase connectivity, maintain reputation and generate revenue.

However, there are many key challenges being faced by businesses that remain unconnected:

Visitors
Unaware of updates and changes to government guidelines, leading to risk and low levels of experience satisfaction

Potential Customers
Heavily influenced by reputation and need to understand safety and benefits when visiting

Retail Venues
Heavily impacted during challenging economic times and left with limited ways to generate revenue due to closure or occupancy limits

Retailers
Don't have a digital profile or understanding of their visitors and struggle to communicate effectively, boost engagement and improve the experience

Becoming 'smarter'

A connected retailer is only as smart as the data source it connects to, and what it can do with the created insights. In order to overcome the challenges of being unconnected, retailers are developing digital communication programs to ensure engagement and education for all visitors.

Monitor

Understand total footfall, how visitors move around and where they dwell & optimize to match, reducing safety risks and driving revenue

Connect

Build digital visitor profiles in order to get a clear view across venues, allowing tailored future engagement

Protect

Provide updates on the latest government services, new mandates and monitor COVID recovery initiatives
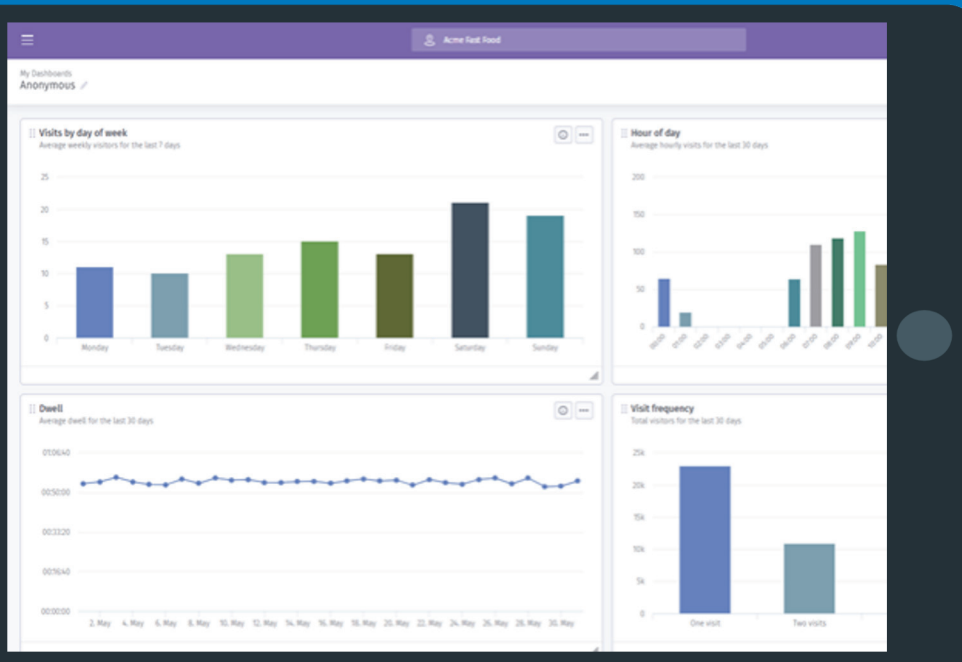
Engage

Use insight-based profiles to educate visitors, promote rewards and keep them up to date with upcoming events to influence behavior and drive spend

Reward

Leverage key visitor data to create tailored campaigns that drive new revenue across all merchandise sales

Monitor and measure

Presence, demographic and visit analytics bridges the gap between Google Analytics and the real world, offering real-time data and reporting using smart technology.

This information provides retailers with an unprecedented level of insight into visitor behavior and uncover opportunities to engage directly.

By tracking the presence of devices across key areas of a venue it's possible to analyze trends such as traffic flow, occupancy and dwell.

This insight enables retail venues to understand areas of risk, evolve guidelines for venues, ensure visitors and staff are educated and to provide the best, and safest experience.
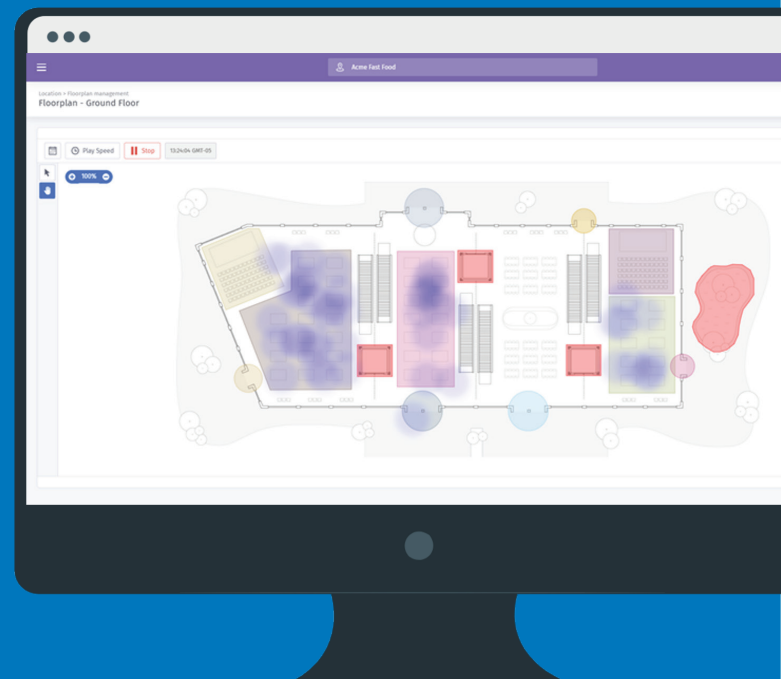
The power of connection

Successful retailers have a clear plan in relation to how they connect with customers, and most importantly use that connection to drive knowledge and engagement.

By understanding the visitor journey, it is possible to capture key data in each step of the process, providing a much clearer view of the end-to-end journey and customer preferences. This digital profile enables retail venues to then communicate, engage, educate, reward and drive more revenue in the most efficient way.

Monitor

Behavior

Connection

Engagement

Educate

Reward

Monetize
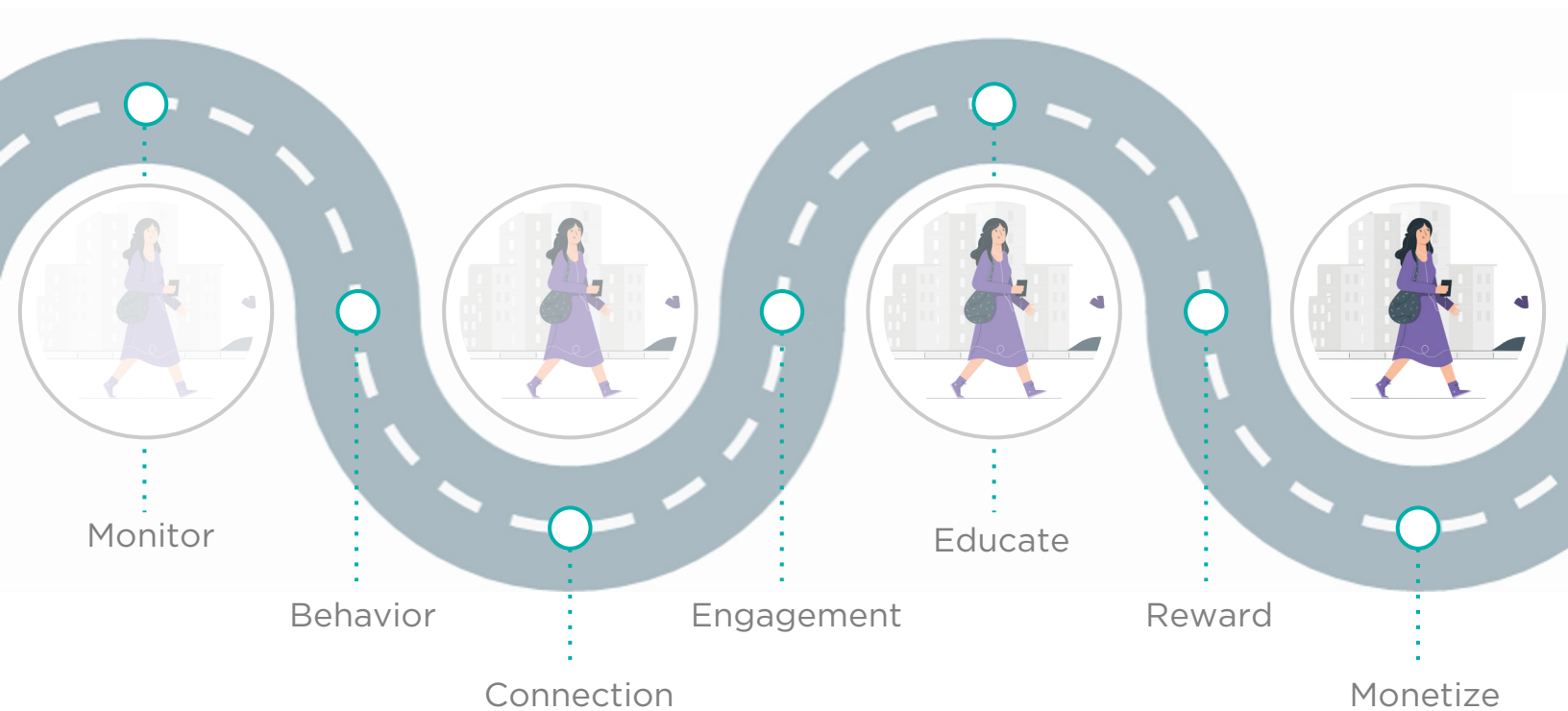
Each time a visitor seamlessly re-connects, information increases, meaning venues are continually capturing new behavior and preference data; increasing the value of new visitor profiles.

A business case

Overview

In New York City, at 28 acres and 18 million square feet, Hudson Yards is the largest private development in the history of North America. The 'city within a city' is home to more than 100 diverse shops and culinary experiences, offices, cultural institutions, modern residences, public plazas, gardens and groves, and the world's first Equinox Hotel.

Solution

The WiFi Engagement & Analytics cloud software has been installed with over 2,000 access points, enabling Hudson Yards to offer a branded WiFi access journey for guests, while also collecting valuable customer data via a captive portal. Guests are able to access the network quickly using a short registration form or their social media credentials. Hudson Yards have also made full use of custom HTML splash pages, advertising upcoming events to help drive awareness.
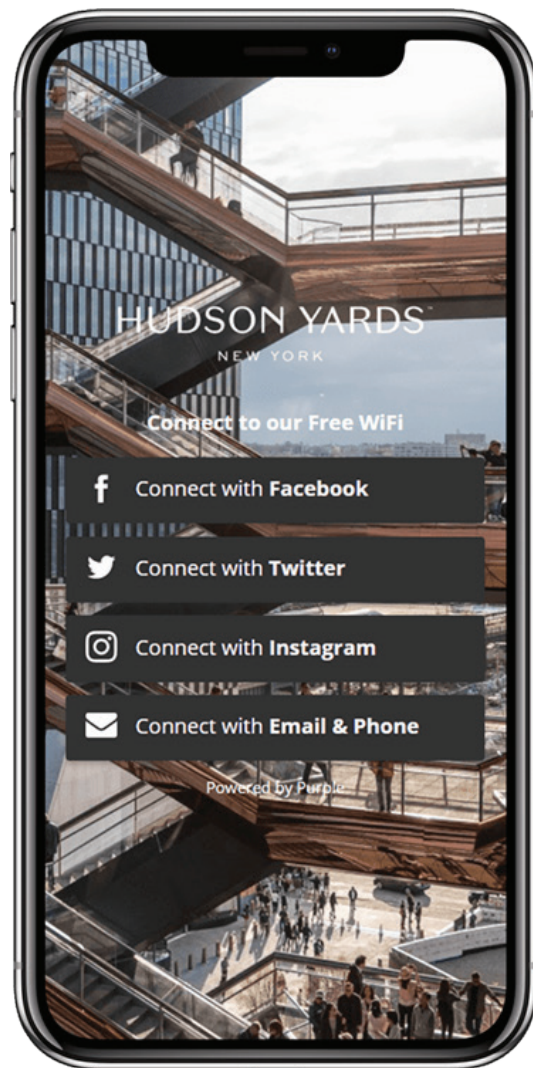
Collected
300,000
new CRM records
through a seamless wifi experience across the entire 'city'

Utilized
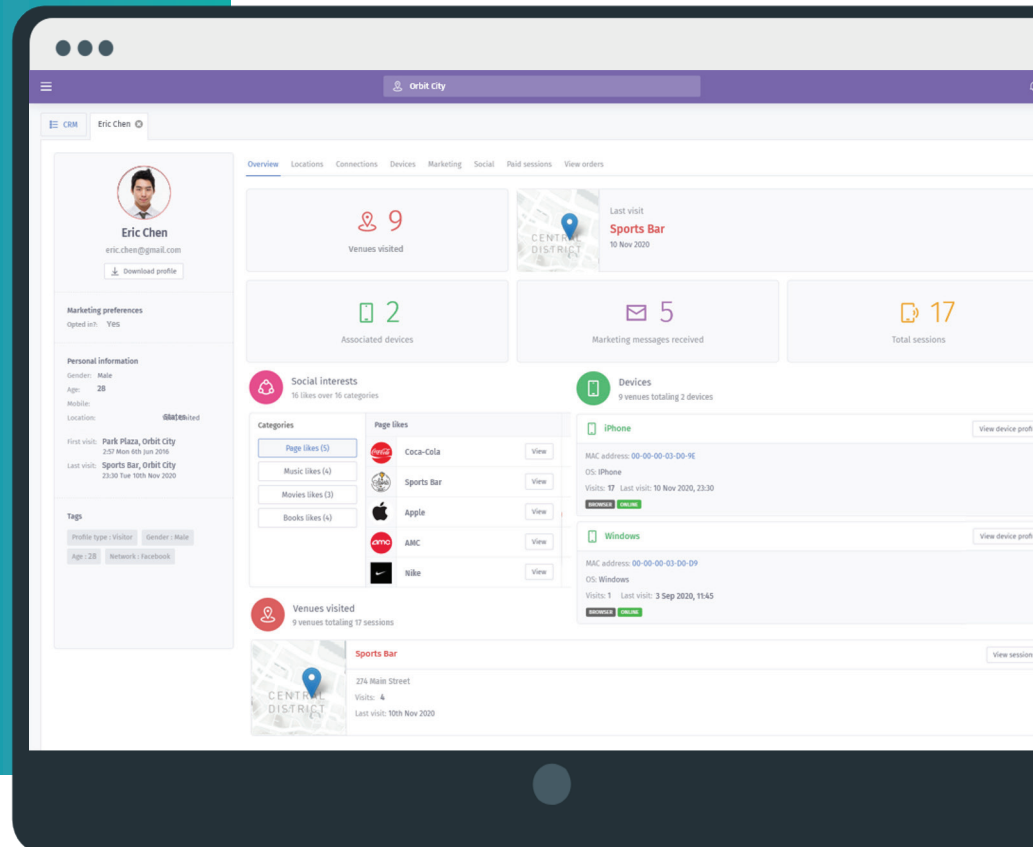## Custom HTML Splash Pages
to advertise events and help drive awareness

Generated
ROI
through sponsored content and remarketing efforts

Know your visitors

It's possible to create digital profiles for all visitors within a venue by capturing key information in relation to their preferences and how they behave

This information can be used by a number of key stakeholders. This then supports venues to create tailored campaigns that drive new customer visits and repeat visits, as well as the information to develop loyalty programs and tailored rewards. All of this information can be exported directly into existing marketing and CRM solutions, or combined with existing databases.

Provide a secure and private connection to boost connectivity within the venues and improve the visitor experience

Educate to ensure safety and keep staff & visitors up-to-date with ever-changing guidelines

Leverage behavior and preference data to provide tailored offers; leading to more revenue and optimizing costs

Engage and evolve

Once a clear communication program has been established, it is much easier to connect and engage with visitors within a venue. Through segment-based education, feedback, promotions and rewards, it is possible to start the process of driving revenue, directly within venues, and across the channel.
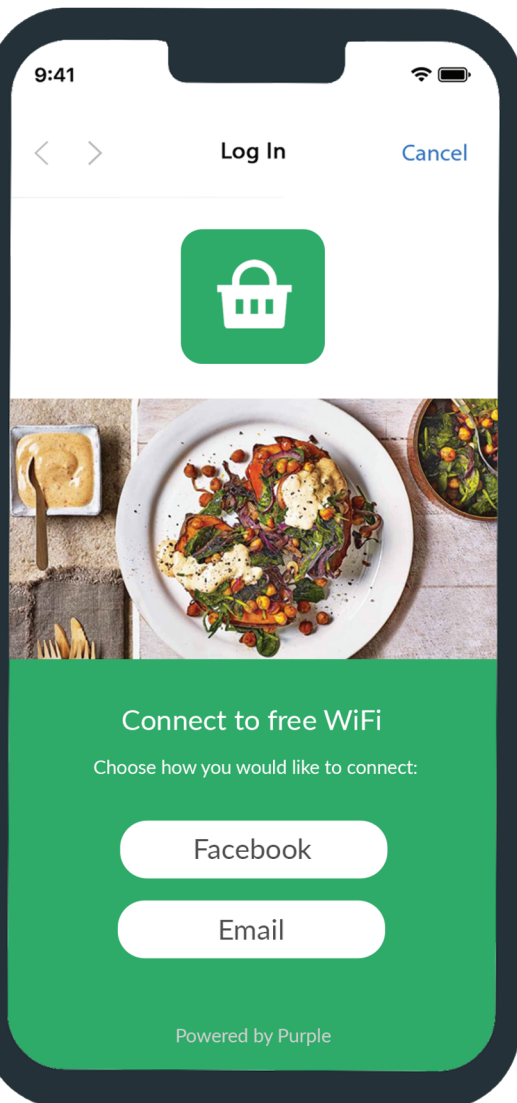
Visitors
Educate visitors on new promotions and offers across high or low dwell areas to drive spend for all areas of a venue.

Education
Keep visitors up-to-date and well informed with important safety information and changing guidelines.

Businesses
Drive increased revenue through delivering a personalized experience, offering product deals and visitor benefits through advertising.

Retention
Keep visitors coming back through delivering experiences they won't forget. Captured data allows venues to encourage return visits using automated and personalized messaging.

Educate and keep safe

Safety comes in many forms and WiFi Engagement & Analytics has you covered on all of them. Keep all visitors up to date with venue safety guidelines and best practices, for example, let them know where and how often to use hand sanitizer.

As isolation restrictions start to lift and businesses progress through phases of recovery, it will be essential for retailers to monitor discipline and agreed legislation.

Retail venues will need to adhere to occupancy limits and levels of hygiene that can only be monitored efficiently if conducted through a connected venue. Retail venues with areas of poor hygiene where visitors feel unsafe, can be identified quickly and can take corrective measures to protect their visitors and staff ensuring a safe experience with high satisfaction.
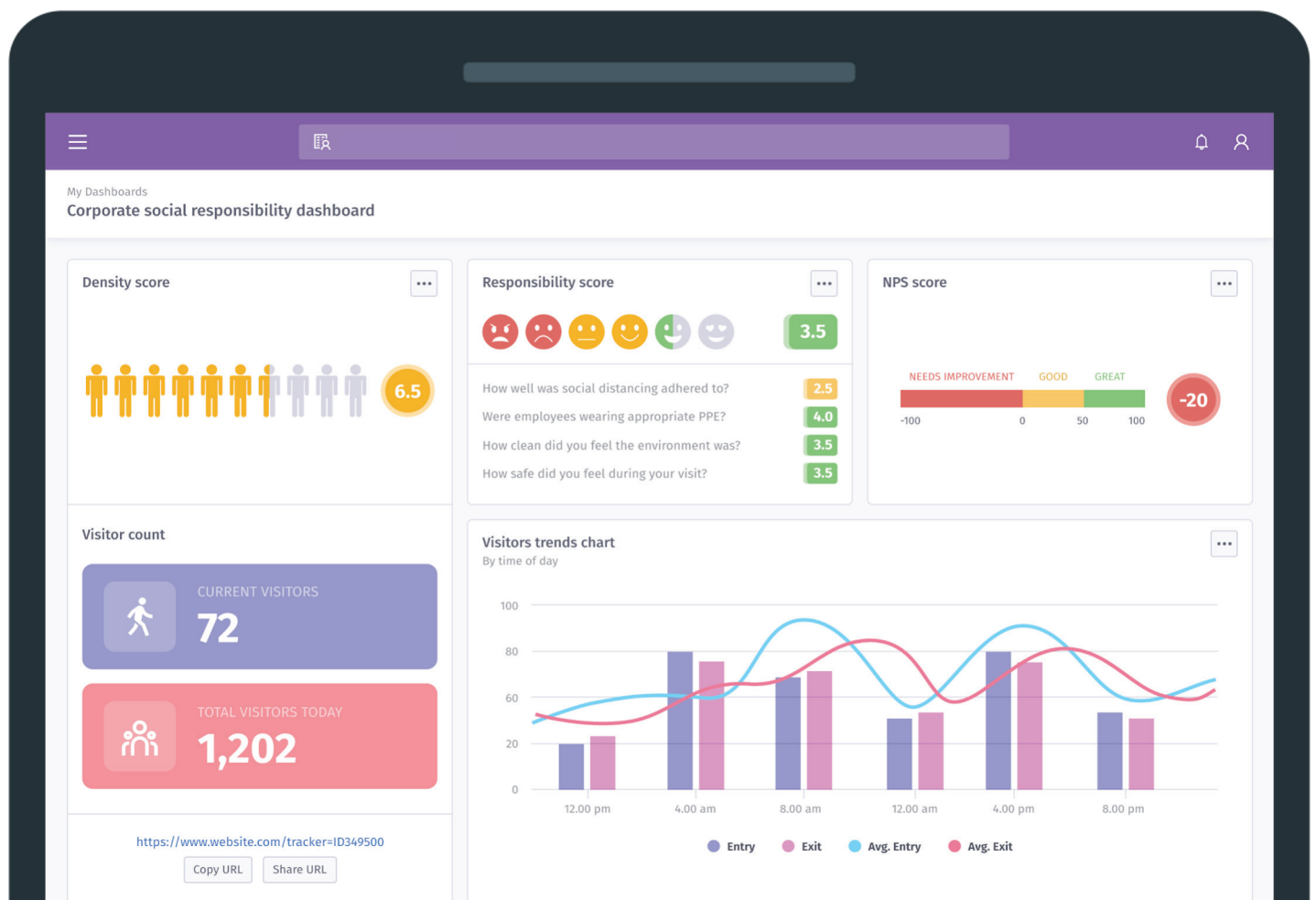
Actionable insight

With our cloud software enabled over your existing hardware - whether that's sensors or WiFi - it is possible to access a wealth of rich analytics.

Similar to website analytics, the platform provides real-time visitor 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 marketing and CRM solutions.
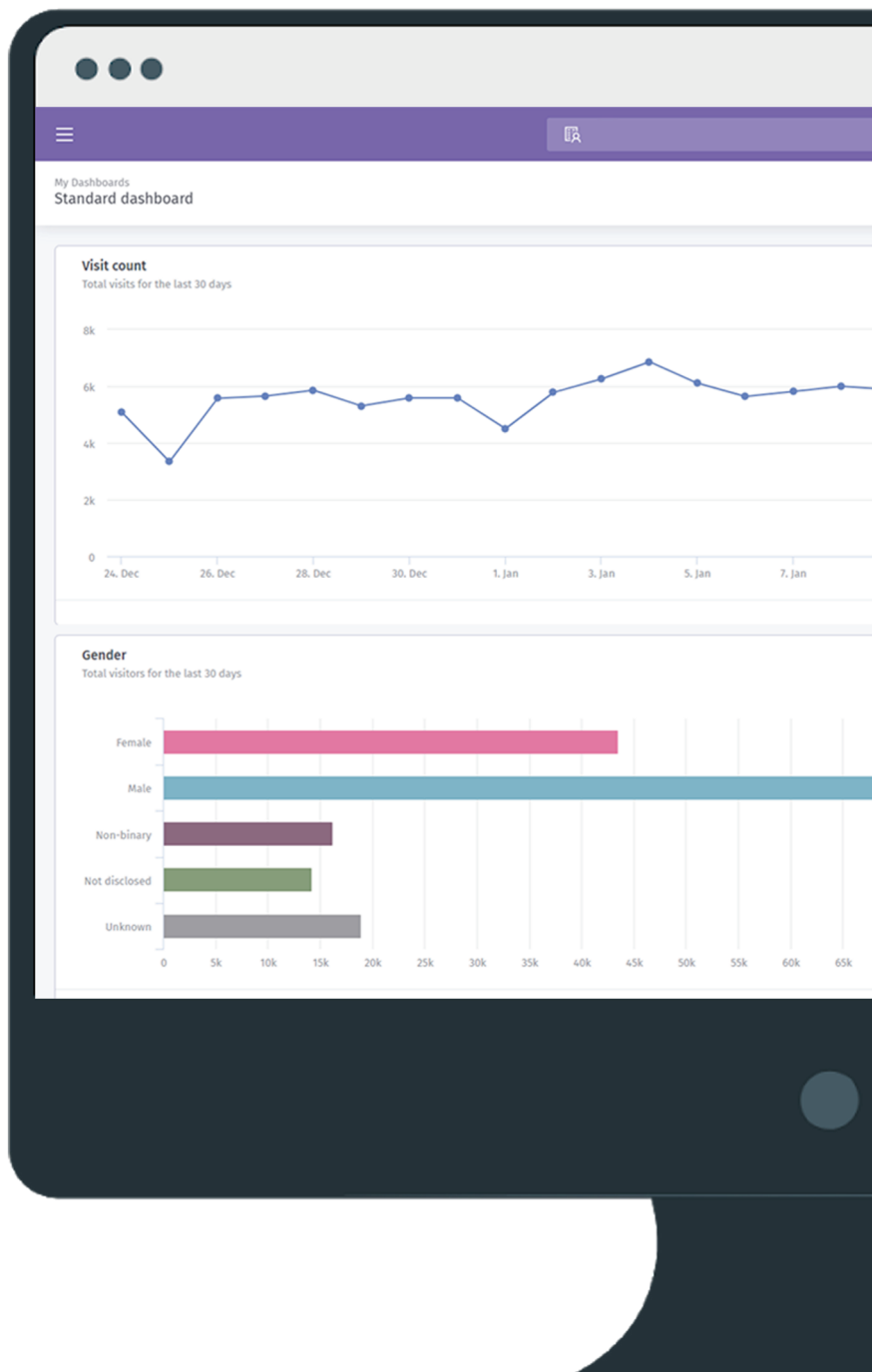
Self-funding programs

WiFi Engagement & Analytics provides retailers with the opportunity to drive revenue through product promotions, rewards, loyalty and third party advertisement.

Allow visitors to view products and services throughout the access journey. Targeted advertisements can leverage demographic and behavioral data that has been captured through interaction with the end user to ensure a personalized experience.

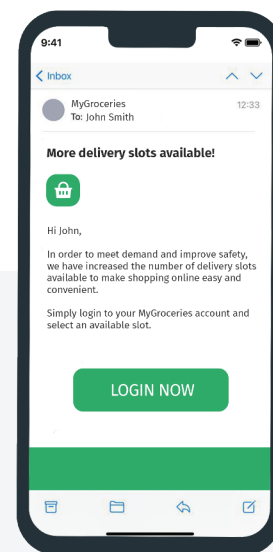Target marketing can then be used to further improve communications, increasing the quality of service and expand the coverage across venue hotspots. As more data is captured, the insight becomes increasingly valuable and drives stronger return on investment for all stakeholders.
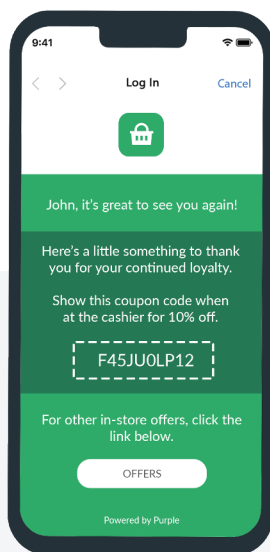
Offer visitors benefits directly
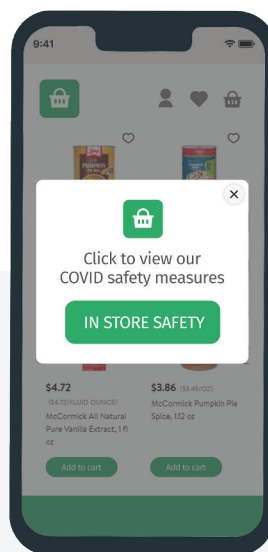
Keep safety front of mind

Present tailored and timely comms further personalizing the visitor experience

Great data, great responsibility

Compliant

Accredited

Secure

Since the beginning, data security has been at the fore-front of our business and we've always gone a step further by providing visitors, from the moment they log in, with an easy to read and digestible terms of business and privacy policy which enables visitors to manage their marketing preferences, quickly and stress-free.

That's why we've made it our responsibility to ensure not only that we are compliant with the new regulations, but all of our customers are aware of what the changes are and how it could potentially affect them.
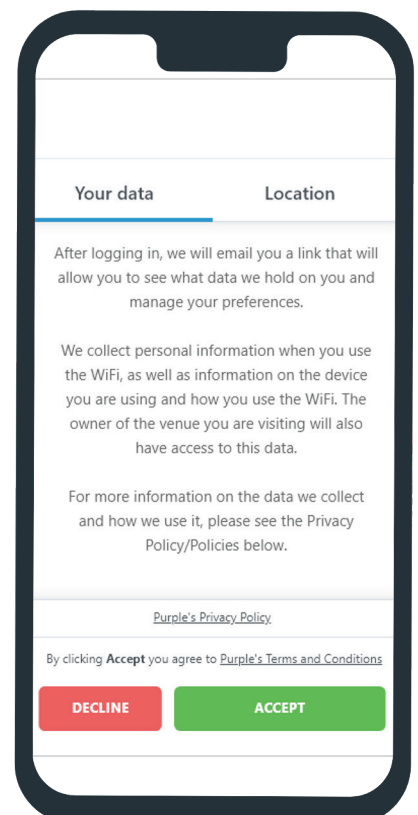
As well as ensuring data protection for retailers, we ensure that the end user is equally protected. It is possible for them to view and amend their data settings; ensuring that they are comfortable with how their information is shared and used.

Your data | Location

After logging in, we will email you a link that will allow you to see what data we hold on you and manage your preferences.

We collect personal information when you use the WiFi, as well as information on the device you are using and how you use the WiFi. The owner of the venue you are visiting will also have access to this data.

For more information on the data we collect and how we use it, please see the Privacy Policy/Policies below.

Purple's Privacy Policy

By clicking **Accept** you agree to Purple's Terms and Conditions

DECLINE | ACCEPT

Regional Compliance Examples

Stakeholder rewards

On average, 20% of people will login to free WiFi when it's available. Yet retail venues, shopping centers and large retail facilities don't know how to optimize the WiFi experience for visitors and leverage the data it produces.

By leveraging this insight, it is possible to drive clear rewards for all key stakeholders:

- Visitors get an improved experience
- Venues can connect better than ever with visitors to drive more visits and increase spend
- Retailers can educate and keep their visitors engaged and safe, while increasing revenue
- Sponsors receive much better return on investment

Visitors

Increased connectivity
Improved experience

7x

Increase in WiFi demand

Businesses

New visitors
Higher average spend
Increased visits

24%

Increase in return visits

Sponsors

Actionable insight
Tailored campaigns
Optimal marketing spend

100+%

Return on investment

The Power of WiFi Engagement & Analytics

WiFi Engagement & Analytics customers include some of the largest stadiums, biggest retail brands, and highest ranked healthcare campuses and hospitality venues in the country.

Whether your business is looking to capture key visitor data, build detailed visitor profiles and reports, or segment data to improve visitor engagement and increase revenue, we offer the tools and reporting functionality to transform your physical space and deliver exceptional visitor experiences. Contact our team to learn how you can put your WiFi to work for you.

About Telesystem

For over 25 years, Telesystem has been empowering businesses across the country with a range of innovative network, communication and collaboration solutions designed to address the business-specific needs of each customer. Guided by strategic partnerships and a customer-centric mission, these customized solutions are backed with white-glove implementation and 24/7 US-based support.

Telesystem currently delivers enterprise collaboration solutions and networking services to businesses nationwide. Their customers include hospitals, universities, local public and private school districts, banks, multi-location retail establishments and regional government offices, to name a few.