



WiFi Engagement & Analytics



Higher Education

A proven solution to improve operational efficiencies, enhance safety, and increase student and staff satisfaction



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 professional sports stadiums, retail stores, hotels, and large hospital and college campuses.

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

Higher Education Use Case Themes

**Streamline
Communications**

**Understand Student
Sentiments**

**Promote Student
Accommodation**

**Improve Student
Retention**

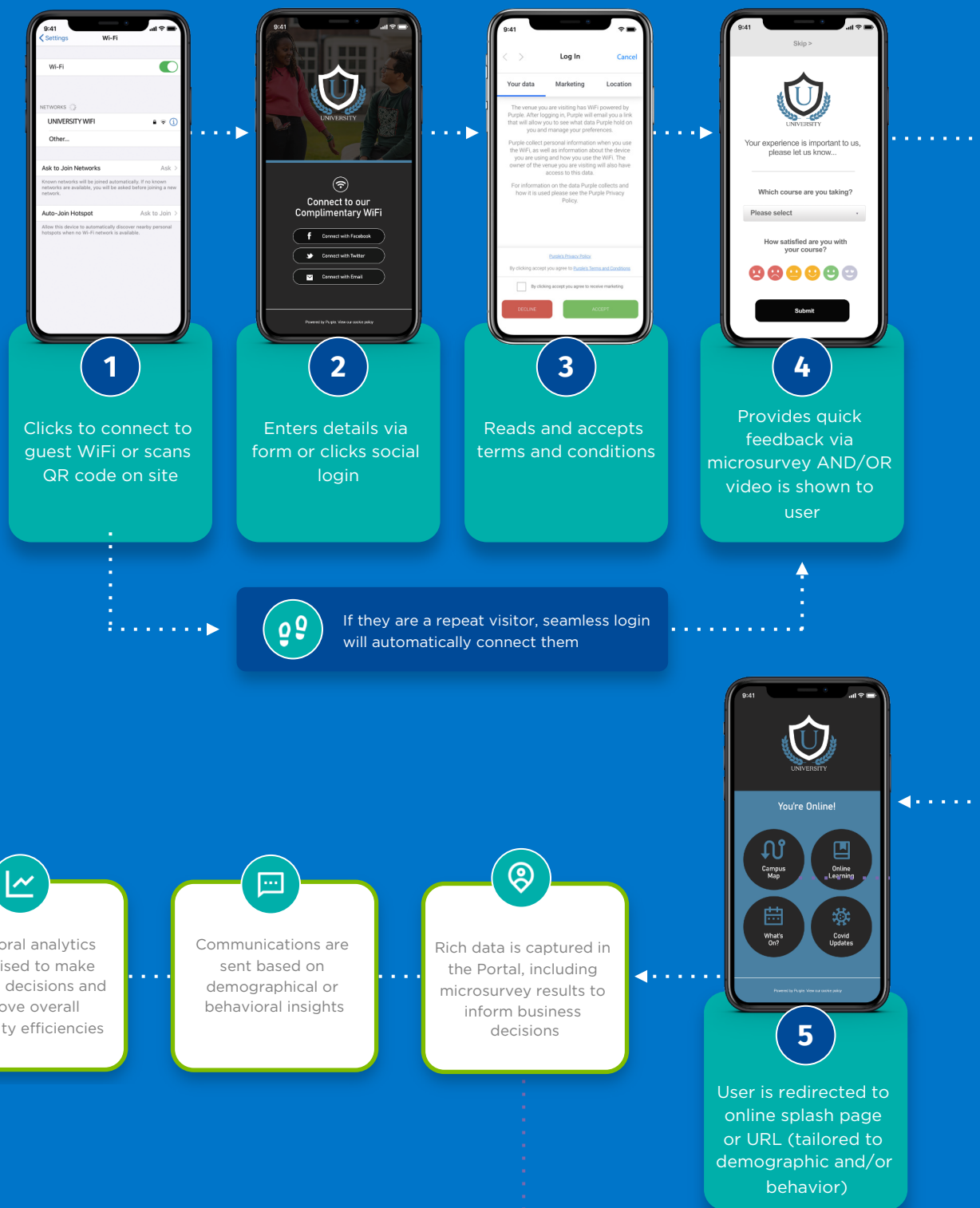
**Monetize with
Sponsorship**

**Improve Operational
Efficiencies**

**Promote Further
Education**

**Enhance Safety
Measures**

User Journey: WiFi



User Journey: Wayfinding



Use Case

Student Accommodations

Objective

Use custom fields to collect additional information about users, then deliver tailored comms/marketing via SMS

Actions

2x custom fields added to registration form:

Are you a university student? Yes/No

Do you live on campus? Yes/No

Twilio connector set up to enable SMS

Results

SMS comms to be set up initially where custom fields "student yes, Live on campus no" to market dorm options

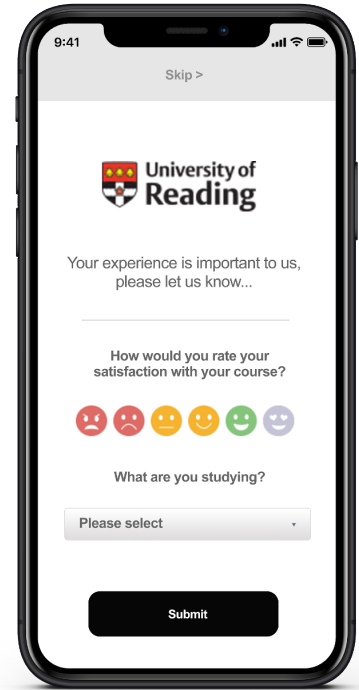
ROI

\$91/week average rent x 30 weeks per academic year =
\$2,740 per letting conversion

Use Cases

Campus WiFi

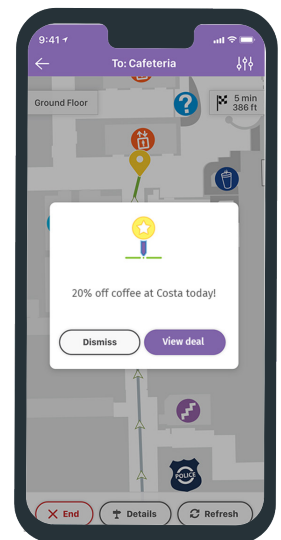
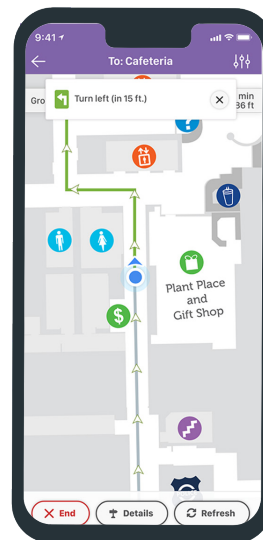
- ✓ Sell advertising space/sponsored splash pages (Personalize based on demographic)
- ✓ Promote upcoming events
- ✓ Identify accommodation upsell opportunities (custom field)
- ✓ Gather key insights for sentiment on safety and services
- ✓ Multilingual access journey for International students
- ✓ Communicate key updates and safety messages



Use Cases

Wayfinding

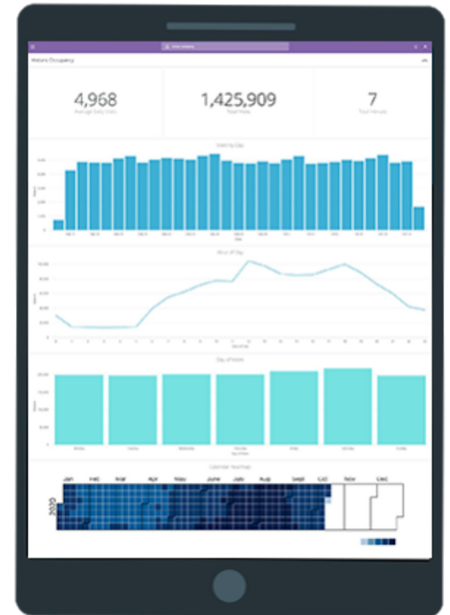
- ✓ Reduce missed lectures
- ✓ Optimize guest lecturer/consultant time in venue
- ✓ Enhance new student and teacher experience
- ✓ Save costs on reprinting physical signage
- ✓ Prepare emergency evacuation routes
- ✓ Optimize parking via designated routes
- ✓ Enhance open day experience



Use Cases

Sensors

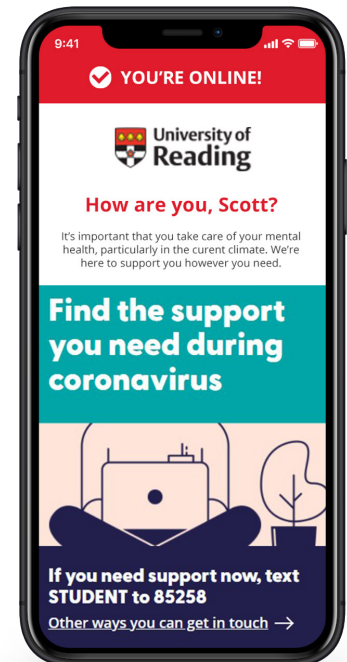
- ✓ Identify most used spaces (optimize costs by closing less used spaces and/or expanding most used ones)
- ✓ Ensure extra cleaning at busy spots
- ✓ Monitor capacity in key areas
- ✓ Monitor attendance to lectures
- ✓ Accurately gauge popularity of open days
- ✓ Identify best placement of messages and promotions based on flow



Campaign Example

Mental Health Awareness

- ✓ **Custom Field on Login:** e.g. Are you aware of the mental health support facilities at the University? Tailor access journey based on answer
- ✓ **Interstitial Microsurvey:** Gain insights as to awareness and sentiment
- ✓ **Interstitial Video:** Display video promoting the services available
- ✓ **Tailored Splash Page/Redirect:** Based on their reply to custom field and /or demographic
- ✓ **Email and/or SMS:** Proximity based (near clinic or event)
- ✓ **Wayfinding Alerts:** When going past mental health clinic or event





CASE STUDY

Ringlings College WiFi Engagement & Analytics

The Challenges

Ringling College of Art and Design currently boasts a total undergraduate enrollment of over 1,600 students and was looking for innovative additions for their brand new library.

They wanted to make sure that students could locate collections of books and study rooms, and as collections moved, they needed an easy way to update those locations in the system.

A large group of donors made the library possible, so they wanted a way to highlight those donors. They potentially need to add the donor name to sections within the library, whether on the map artwork on the name of the section within the search.

The beautiful college campus boasts over 48-acres of ground that include more than 110 buildings dedicated to 18 different majors and minors in art and design.

The Customer

Ringling College of Art and Design is known as one of the top creative colleges in the United States. At the opening of the state-of-the-art Alfred R. Goldstein Library in January 2017, visitors were treated to WiFi Engagement & Analytics' interactive wayfinding technology, which provides directions inside the library and around the campus, as well as digital signage. The large wall-mounted touch screen is featured prominently at the entrance of the building.

The Solution

Ringling's college management opted to install a state of the art digital display screen, powered by WiFi Engagement & Analytics' interactive wayfinding technology.

This wayfinding technology allowed users to effortlessly navigate the library using turn by turn walking directions to points of interest and sections within the library, as well as 30 buildings on campus.

A special page was added within the Wayfinder and to the digital signage to list the names of the donors to highlight their generosity.

In a post-COVID-19 world, it's important that businesses, colleges, and other large venues are adapting to more contactless technology.

WiFi Engagement & Analytics' digital kiosks reduced the reliance on reception and other staff and ultimately reduced the potential for virus transmission.

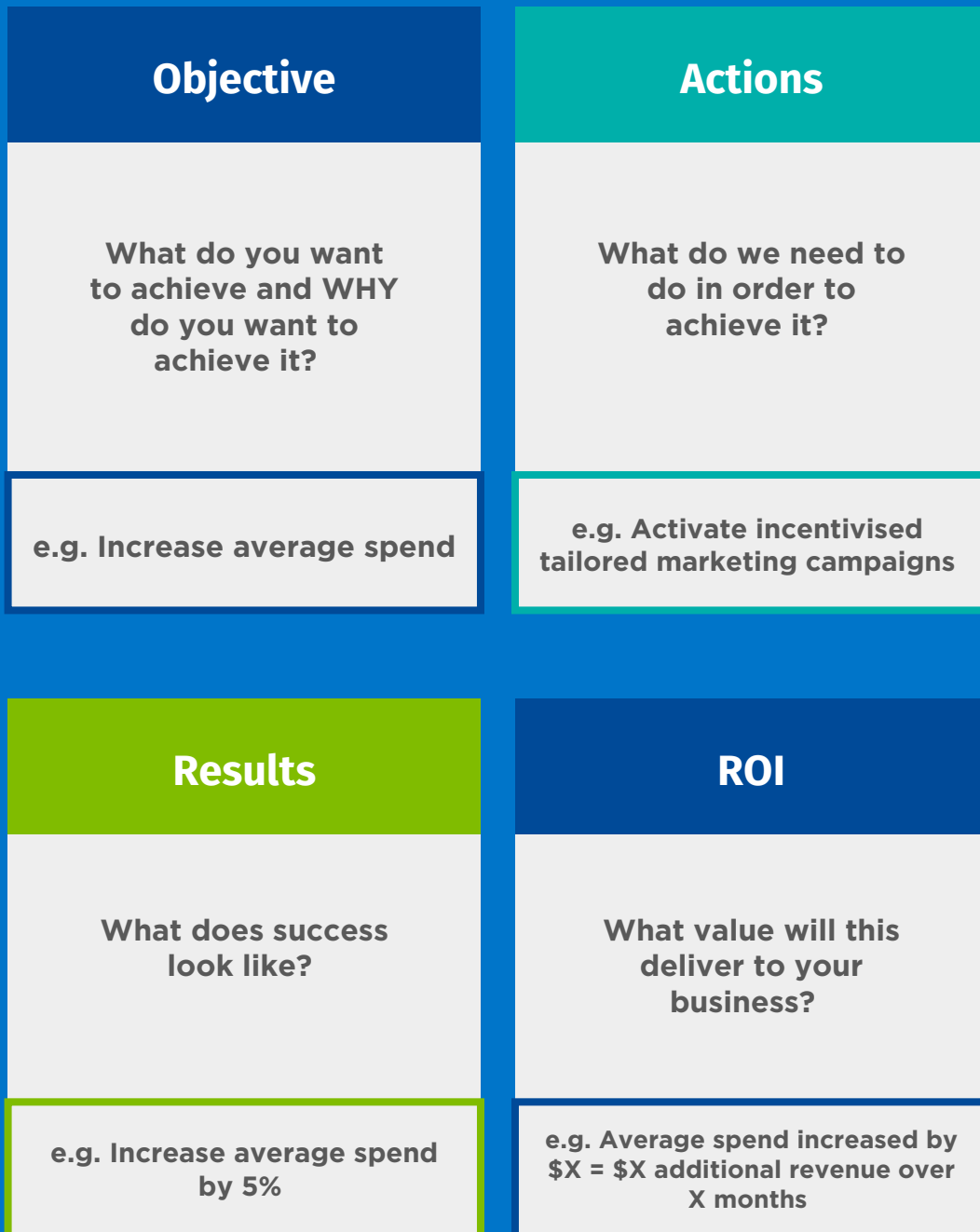
This technology is the first of its kind on Ringling's campus and is representative of the college's commitment to blending design, technology, and art.

Although an ongoing project, Kristina Keogh, the Directory of Library Services had this to say:

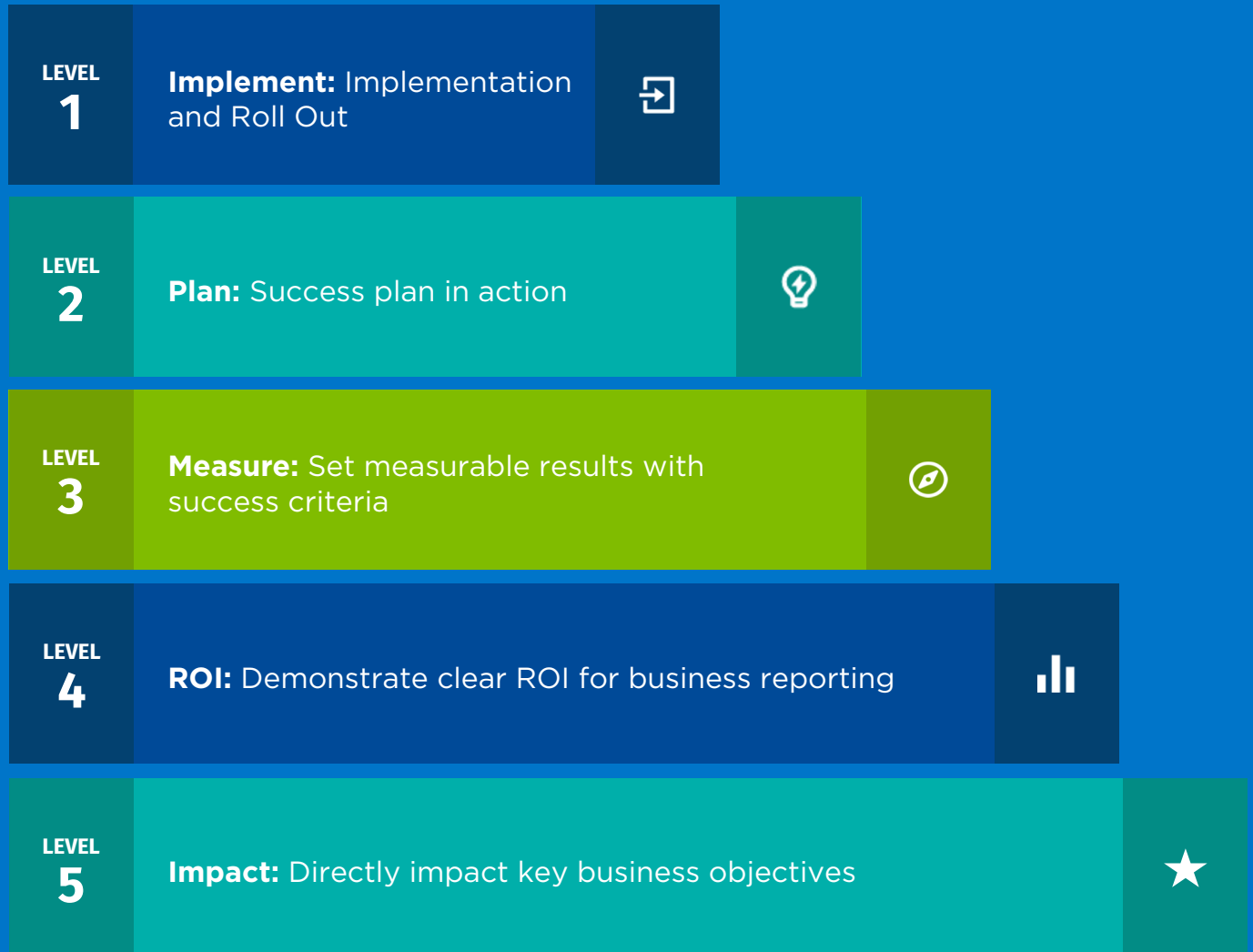
"As a 24/7 space, it has been tremendously helpful for our students to have a way to find their way around our building and to discover our services and collections even when library staff are not available. We also appreciate the opportunity to highlight upcoming programs and share images from past events through WiFi Engagement & Analytics' digital signage feature."



Let's work together
to create a success plan
tailored to your business



Pathway to Success



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.

