

## Retail Wi-Fi Solution

A powerful cloud hosted application designed over a fully managed Wi-Fi hotspot that can scale across all your sites. This tool allows you to measure and interact with customers at every site, bringing your omni-channel strategy to life.



With our retail Wi-Fi solution, you can offer reliable, freemium Wi-Fi access to your clients, deriving real-time data to track your customers across all stores in other parts of the country or to reward loyal patronage. Adding analytics tools to the full-service model Wi-Fi solution, your marketing team can offer targeted campaigns and more effective cross-sell opportunities via personalised user experiences powered by proprietary algorithms to correlate customer's online behaviour to their demographics.

### PRODUCT DESCRIPTION

We offer a full-service model Wi - Fi solution of hardware deployment, monitoring and break-fix, as well as tools to analyse your customer behaviour and loyalty to you and interact with them to drive upsell opportunities.

#### CHOOSE BCX

Since 2014, we have deployed and manage the largest base of retail Wi - Fi hotspots in SA by number of venues.

### WHAT WE OFFER YOUR BUSINESS?

A Wi - Fi solution that allows you to gain customer insights for targeted upselling and cross selling

#### A Marketing platform

- Branded splash page
- Promote in - store campaigns
- Drive customers to social pages
- Centrally infuse marketing across all your branches
- Link to your loyalty programme
- Upgrade to run push campaigns and offer coupons

#### Intelligent Connectivity

- High performance, secure network connectivity that can plug into your existing service or run separately



#### Know your customer

Real-time customer engagement through analytics



User Demographics against time and location



Buying behaviour: time in the store & repeat visits



Lifestyle measures against internet use behaviour and device information

### SOLUTION DESIGN AND PRICING

Contact your BCX account executive to schedule a design workshop. Our specialised solution architects will offer you more information on this product and customise your design to meet your unique requirements.