

WiFi VAS in retail industry

Managing WiFi networks and analyzing online behavior of WiFi users

Linkyfi is a platform designed for public hotspots that combines guest WiFi access management and WiFi marketing. It is an efficient value-added service that improves the end users' WiFi experience.

Linkyfi Location Engine is a smart WiFi solution for locating WiFi-embedded devices. It aggregates data collected by access points and presents it in a form of WiFi user routes and heat maps.

How does it work?



> CAPTIVE PORTAL TO WELCOME CUSTOMERS

Encourage customers to connect to free WiFi with a quick log-in like social media or a questionnaire. Use it to get customers' contact and personal data and learn about their preferences.



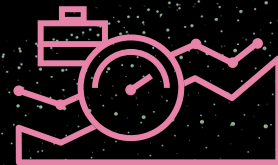
> ANALYSIS AND INSIGHTS

Learn more about how customers move around your venue. Observe the processed location data in a form of WiFi user routes and heat maps. See exact number data of customers and an analysis of their online behavior.



> TARGETED MARKETING CAMPAIGNS

Use the analyzed customers' data to segment WiFi users and trigger personalized marketing campaigns. Engage with your customers by sending targeted emails or push notifications with current promotions or discounts.



> IMPROVED BUSINESS PERFORMANCE

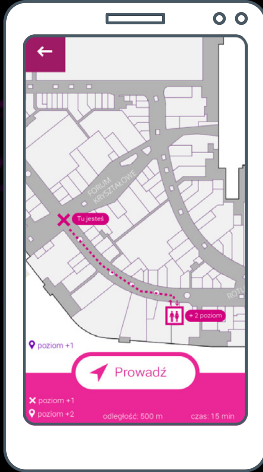
Run business data analysis to extend your offer and increase the satisfaction of your customers. Optimize store operations for a better staff allocation and integrate location data into existing systems and applications.

Linkyfi in shopping centers



Posnania shopping center

Posnania is one of the most modern shopping centers in Europe. Its area of 100 000m² GLA accommodates 220 shops and 40 restaurants. Posnania has 300 access points installed and it uses a complete AVSystem's WiFi VAS solution: Linkyfi and Linkyfi Location Engine.



- Heat maps
- MAC tracker
- Analytics
- Navigation web app

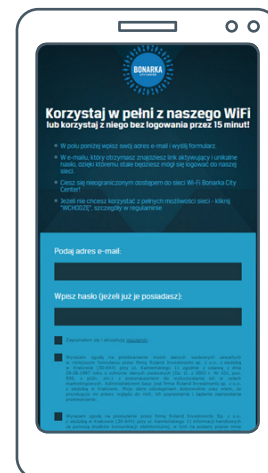
Using WiFi VAS, Posnania gets data about how customers move around the venue. It allows to analyze which areas capture the most interest to better allocate resources and improve customers' experience. Thanks to the statistics based on the real-time and historical data, Posnania knows the exact number of new and regular customers and can trigger dedicated marketing campaigns to attract both groups.

Sfera shopping center

Sfera is the biggest shopping center in Southern Poland – only in 2015, it welcomed 13 million customers. On 160 000m² GLA, there are more than 250 shops and 23 restaurants. There are 100 access points installed.

- Numerous log-in options
- Collection of marketing data

Customers of Sfera access free WiFi by logging-in with social media accounts or undergoing an SMS or an email verification. Sfera uses the gathered data to run marketing campaigns, inform visitors about upcoming events held in the venue, and send dedicated notifications with the best offers. All data are collected and stored by Linkyfi in compliance with the latest European General Data Protection Regulation.



Linkyfi in hypermarkets



Auchan

Auchan is one of the principal retail group present in 17 countries. With over 600 hypermarkets and almost 3000 supermarkets around the world, only in 2016, it welcomed over 2.7 billion customers. Linkyfi operates on over 600 access points in various Auchan locations.

- Two-way log-in flow
- Modifiable captive portal
- Analytics

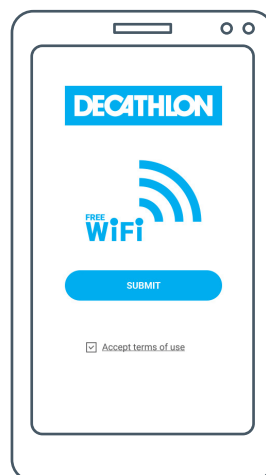
Auchan Poland uses a two-way log-in flow that grants customers either a 1-hour access to WiFi or unlimited access in return for their email addresses. Linkyfi's analytics module provides Auchan with clear data about which events and promotions attract the most customers. It also enables the retailer to run dedicated marketing campaigns which result in an increase of customers logged in to Auchan WiFi.

Decathlon

Decathlon S.A. is the largest sporting goods retailer in the world present in 41 countries, including the US, Singapore, and Australia. Linkyfi was implemented in its 47 locations and works with 176 access points enabling Decathlon to promote over 20 of its brands.

- Captive portal with an advert
- Collection of remarketing data

Decathlon uses Linkyfi to create branded captive portals to promote its offers and increase its brand recognition. Thanks to the data about WiFi users' online behavior, Decathlon can run remarketing campaigns. They allow to connect with visitors who haven't made an immediate purchase and position targeted adds on visited websites to encourage the purchase.



Linkyfi in cafés and restaurants



Costa Coffee

Costa Coffee is a coffee shop chain founded in London, also known as European Starbucks. The company has more than 3000 restaurants in 30 countries. Linkyfi and Linkyfi Location Engine are used in its 140 locations together with 140 access points.

- Passerby-client conversion rate



Linkyfi Location Engine gathers data about all devices within Costa WiFi range. Then it compares it with a number of customers who log in to the network. It enables Costa Coffee to compare a passersby-client conversion rate for each location and adjust its marketing efforts to attract more passersby to enter a specific café.

Pollo Campero

Pollo Campero is an American fast-food chain with 70 locations in the US and 350 around the world. Linkyfi is implemented in its 70 restaurants and helps to attract more customers using branded captive portals.

- Captive portal calendar

Linkyfi enabled Pollo Campero to both build branded captive portals and create a captive portal calendar which switches between captive portals depending on day time. When breakfast is no longer served, the captive portal with a breakfast menu changes automatically to the one with a dinner menu.



Linkyfi in services



Banco de América Central

Founded in 1952, Banco de América Central (BAC) spreads its activity across countries of Central America, including Mexico, Nicaragua, and Costa Rica. Linkyfi is implemented in its 30 branches and provides BAC with NSP analysis.

- Net Promoter Score (NPS)* analysis



BAC uses a branded captive portal to learn if its customers would recommend the bank and its particular branch to their friends. The gathered data are processed and analyzed according to NPS and its analysis is used to evaluate the performance of each branch and to enhance the BAC brand.

* The **NPS** is an index ranging from -100 to 100 that measures the willingness of customers to recommend company's products or services to others. It is used for gauging the customer's overall satisfaction loyalty to the brand.

Linkyfi in fitness centers



Planet Fitness & Passion Fitness

Planet Fitness and Passion Fitness are two fitness centers located respectively in RPA and Italy. Both centers decided to use WiFi VAS to improve customers' onsite experience.

- Social media log-in



Both fitness centers decided to use Linkyfi to enable a social-media WiFi login. The data collected during a logging-in process make it possible for the centers to better know their customers. Combined with data about WiFi users' online behavior, it enables the centers to adapt classes training schedule to particular demographic groups increasing the efficiency of the business.