

WiFi that Attracts More Customers to Your Venue

Background

Posnania is one of the most modern and multifunctional shopping centers in Europe.

It reinvents a concept of a shopping mall by combining shops with an art gallery, numerous services, and the most innovative technologies

including broadband WiFi access and WiFi value-added services. Apsys, the owner of Posnania, wanted not only to provide WiFi to its customers, but also to attract them and bring their shopping experience into a completely new level.

Challenges

A major challenge was to enable Apsys to fully connect with their customers every day. To achieve that, it was necessary to collect data about behavior of thousands of customers at once, analyze it, and approach customers without being pushy. Posnania already had a great Internet infrastructure providing a constant and high-speed Internet connection and 300 access points located around the venue. Therefore, the significant challenge was to exploit this infrastructure even more efficiently and to create a solution that works without any problems with any number of access points.

Executive summary

Company:

Posnania Shopping Center
Poznań, Poland
<https://posnania.eu/#/>

APSYS
Warsaw, Poland
<http://pl.apsysgroup.com/>

Industry:

Telecommunication, Retail

Challenges/Goals:

- Provide data about customers' behavior
- Process the gathered data and provide analytics
- Improve effectiveness of marketing activities
- Navigation app

Solution:

- Linkyfi Location Engine for collecting and storing data on customers' activity
- Linkyfi Platform for WiFi management and marketing

Benefits:

- Increased prestige of Posnania as a provider of an ultramodern technology
- Increased number of customers
- Increased interest in renting space of exclusive retailers
- Improved effectiveness of marketing campaigns

Solution

AVSystem's solution introduced to Posnania has two components: Linkyfi and Linkyfi Location Engine (LLE).

Linkyfi Location Engine is a smart WiFi solution for detecting and locating WiFi-embedded devices. It aggregates the data collected by access points about WiFi end-devices RSSI in real-time and presents the data in a form of WiFi user routes and heat maps. It is also an analytic tool that provides real-time and historic statistics on unique and regular clients, such as a number of localized and logged clients as well as clients within a WiFi range.

Linkyfi is a public WiFi management solution and a powerful WiFi marketing platform. By logging in through a

branded captive portal, customers are granted access to WiFi and Linkyfi redirects them to a set URL page. Linkyfi also segments customers by their demographics and triggers personalized marketing campaigns based on their behavior in a venue.

LLE and Linkyfi combined enable geo-fencing and advanced proximity marketing. Knowing the exact location of single customers, they allow to send not only personalized, but also location-based messages in real-time. That includes sending push notifications with the best offers once customers pass a specific store, sending welcome messages when they return, and navigating them to an exact place of their wish.

Benefits

A tangible benefit for Posnania is a possibility to observe routes of single customers and a flow of customers throughout the venue. Thanks to such data, Apsys has full knowledge about what customers are looking for. It makes it possible to answer customers' needs by changing a location of particular shops, stands, and services. As Operation Manager of Apsys, Marek Ćwiek, states:

"Now we can fully connect to our customers, significantly increase their quality of experience, and help them save a lot of time."

What is more, Apsys uses the data gathered by LLE to improve effectiveness of their marketing activities. With knowledge of customers' movement, they maximize the use of space by placing billboards, selling stands, and screens in the most popular areas. It not only increases a profit from advertising, but it also provides data about a reach of marketing campaigns.

"Linkyfi provides us with a great range of marketing and commercial possibilities – we can send push notifications with a dedicated promotion to the client who passes his favorite store or we can analyze the customer flow in particular zones of the venue to adjust them to the client's needs", stated Apsys.

The Linkyfi analytics data is used to compare attendance at different events held in the venue. Because statistics are differentiated for new and regular customers, Apsys can observe whether the event has attracted new customers, which would be impossible with infrared sensors.

This solution provides also a navigation web app with an option of choosing a way of moving between floors (escalators, stairs, elevators), that makes Posnania in all aspects a disabled- and family-friendly venue.

About AVSystem

AVSystem is an expert in large-scale solutions for Telco operators and enterprise markets.

The company's product portfolio, primarily focused solely on device management and monitoring solutions (TR-069, LwM2M), is constantly evolving and currently contains also M2M and IoT service delivery platforms, WiFi VAS platforms, WiFi location engine and systems for SDN and NFV. 100+ large telco operators worldwide prove the superiority of AVSystem's technology. For more information please visit:

www.avsystem.com

About APSYS

For 20 years, Apsys has designed, created and managed spaces that inspire emotional connections, in both France and Poland.

The ambition of Apsys and its 340 employees is to breathe life into cities and communities! This objective has been fully achieved by the iconic Beaugrenelle and Manufaktura, both winners of the ICSC European Shopping Centre Award. Apsys manages a portfolio of 28 shopping centers and 8 projects under development, including Vill'Up (Paris) and Posnania (Poznań/Poland).