

Actionable customer insights with WiFi



BACKGROUND

We worked with one of the largest property developers in Hong Kong that owns a luxury shopping mall. Featuring nearly 300 stores, it was skillfully designed to create a one-stop shop experience for customers. Apart from doing their shopping, they can also dine and entertain themselves there, always sure of the high quality of service. Due to the large footfall that comes with such a location, the venue needed a robust set of WiFi value added services that could handle the traffic.



EXECUTIVE SUMMARY



Industry:
Retail



Location:
Hong Kong

Challenges:

- large number of customers;
- varied customer demographics;
- large WiFi consumption.

Solution:



Benefits:

- platform that is fit for large traffic;
- actionable insights about customers;
- privacy protection;
- effective WiFi management.

CHALLENGES

For most shopping malls, with this one being no exception, the biggest challenge is to effectively profit from increased WiFi usage that comes with large footfall. Nowadays, WiFi access is the expectation, not a differentiator for customers, so shopping malls need to provide it regardless. However, they don't have to resign themselves to offering it without any benefits to themselves. By collecting customer data and skillfully using it, they can tap into the hidden potential of guest WiFi.



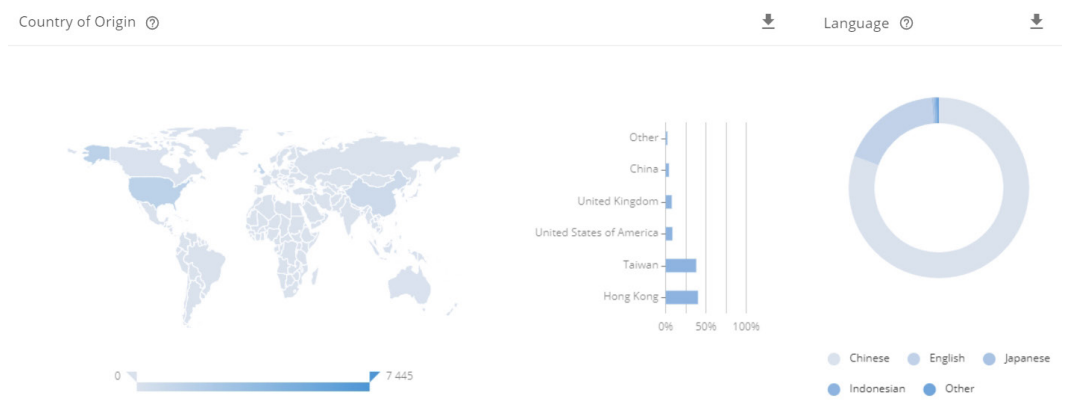
SOLUTION

To face their challenges, this shopping mall decided to trust AVSystem’s experience in deploying Linkyfi in hundreds of similar venues all around the world.

With Linkyfi, they have access to a breadth of information about their customers. This includes simple statistics, such as the number of visitors currently or throughout the day, and the ratio of new to returning customers. But there is also more complex data, such as customer demographics – where visitors come from, what language they speak, etc.

Linkyfi also helps the owners manage WiFi access more efficiently. Thanks to adjustable login flows, they were able to set up conditions for visitors to access the internet. Every WiFi user needs to accept all consents before they can log into the network. These consents are then stored securely in compliance with all local regulations regarding personal privacy.

Moreover, the owners can effectively introduce bandwidth limitations for WiFi users. This means guests cannot exceed preset download or upload speed or volume. With large numbers of customers that we see in shopping malls, the lack of such limitations could result in network slowdowns and negatively affect user experience.



BENEFITS

With Linkyfi, this shopping mall now has the tools to make better use of the guest WiFi they offer to the customers.

As a WiFi management and marketing platform, Linkyfi helps them effortlessly gain detailed insights into their customer base. With statistics on the rush hours and traffic flows, the shopping mall can make necessary adjustments to maintain superior customer experience, regardless of how crowded it gets. On the other hand, the information about customer demographics allows them to take measures that would help foreigners feel more welcome at the venue, e.g. to translate the login page into the most popular languages.

With such a large customer base, it is essential for the owners to be able to effectively manage WiFi access and automatize it as much as possible. This includes automatically collecting all necessary consents from visitors who log into their network. Thanks to solutions such as automatic bandwidth limitations for WiFi users, they can also make sure everyone is able to connect to the internet comfortably, without having to worry about their network being exploited or overwhelmed.



