

10 BENEFITS OF BLUE SCORPION'S WIFI SOLUTIONS

The availability of WiFi is no longer a novel amenity limited to the larger high street chains; today, even the smallest of businesses are offering accessible WiFi and reaping great rewards. Why?



Customers will spend more time on your premises

WiFi access helps customers stay productive and connected while they're in your shop or venue. WiFi is proven to create dwell time. So customers will be happy to stay longer, as will be any friends and family with them. In fact, as many as **62% of businesses report that customers spend more time** in their facility when WiFi is easily accessible.



Customers will spend more money

Any concerns that a customer spending time on the Internet is a customer not spending money are unfounded. In fact, it is more likely that they will spend more. In a recent survey, around half of small businesses said that **customers spent more money when free WiFi became available**. For retailers, customers can use the WiFi to browse your products, read reviews, and decide spontaneously about what to buy whilst on the premises, rather than go home to think about it.



Increase footfall

Most people nowadays use social mapping services like Trip Advisor, Yelp and Google Maps to find businesses. Potential customers will search for specific amenities, such as free WiFi, so offering fast and free **WiFi can put your business on the map** for individuals who may not notice you otherwise. The reality is that customers have come to expect free WiFi in most venues.



Encourage individuals

At social venues like restaurants, coffee shops and pubs, a customer sitting alone with nothing to do can feel quite awkward. According to a recent survey, **53% of people are happy to sit alone if WiFi is available**. Free WiFi access helps a customer to interact with friends or be entertained, removing the stigma of sitting alone. Also, people on business will look for WiFi access to do their work or hold meetings.



Improve customer loyalty

Once you have a new customer, your objective is to give them plenty of **reasons to come back again and again**. Free WiFi will make your customers' lives easier and thereby improve their perception of your business, making them much more likely to return by sending them useful communication such as emails, SMS and even calling them up.

06



Legally compliant WiFi

Recent UK legislation and increasing prevalence of illegal downloading means that **anyone offering public WiFi should capture and retain basic information about who has connected to their service.** This is intended to reduce copyright infringements, illegal downloads, and confidential data breaches. To avoid expensive legal challenges, gone are the days of offering WiFi by simply leaving your password on the wall. Few merchants realise that they are placing their business at serious risk by not securing their WiFi network, however, Blue Scorpion's solutions have helped businesses to continue to offer public WiFi in a customer-friendly and legally compliant way.

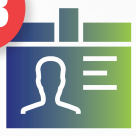
07



Family-friendly

Parents will be concerned to ensure their children cannot view certain websites, and that other people around them are not viewing such material either. Content filtering on a standard and open WiFi network can be difficult to implement and manage. **Blue Scorpion's robust filtering and security will avoid customer complaints.**

08



Staff-friendly

You may have a number of staff who will want to access the Internet during their breaks, or find access useful when helping customers. You may find that stock control would be made quicker and easier using handheld devices. Blue Scorpion's solutions can segregate the login and data flowing through the connection, so that **staff activity can be kept safe and secure.** (Blue Scorpion also offer an extended service which locks-down the data passing through your card payment terminals, significantly improving your PCI DSS* compliance rating.)

09



Smart marketing

Our WiFi solutions allow you to promote your business before customers even register. For example, WiFi provided by Blue Scorpion allows businesses to create a custom landing page to attract customers and share offers and discounts in real-time. Additionally, there's an opportunity to brand your public WiFi network with a custom network name, such as 'Jane's Cupcakes Free WiFi'. Customers can then do the marketing for you through social media: by letting customers 'check-in' at your venue or share a photo of their favourite dish with their friends, they're spreading the word without any effort on your part.

10



Enhanced customer analytics

Offering free WiFi does not just benefit your customers. If you can control the network connection and who registers, **you will accumulate customer data.** This will enable you to analyse the profile of your customers, for example: day or time of day they tend to visit, age groups, and other demographics. You could then choose to target marketing in a much more effective manner. You would be able to make sure the right deals, discounts, and event promotions are reaching the right audience to **make the most of each campaign.**



If you could easily provide a public WiFi service through a **simple plug & play solution,** which would help **protect you from financial penalties,** whilst enabling you to **increase footfall** and **generate valuable customer insights,** for a **budget-friendly price...**

WHY WOULD YOU SAY 'NO'?

*Payment Card Industry Data Security Standard – banks charge fines, often on a monthly basis, to their merchant customers who are not fully-compliant.