

# Top 10 Retailer Wi-Fi Benefits

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There are many reasons to provide Wi-Fi at a retail location – from attracting new customers, providing better service and keeping people in your store longer to the innumerable ways this data can inform business strategy. Over the past couple of years, retailers who have utilized Wi-Fi in their stores have generated a number of new tactics to engage with customers with product promotions, customer loyalty programs, targeted ad campaigns and offers. What started out as a novelty is rapidly expanding due to the prevalence and usage of mobile devices. Retailers who haven't yet embraced Wi-Fi as part of their overall branding and customer service strategy run the risk of losing out to their competitors who have.

Here are 10 ways retailers can benefit from in-store Wi-Fi:

## 1. Capture Demographics & Target Customers

Once a customer is connected to your Wi-Fi you immediately learn more about their shopping patterns, purchases and habits and then utilize the same data to market more effectively - targeting offers that can improve the customer experience with your brand. The more you understand, the easier it is to tailor offerings and pinpoint specific products or services

“Omnichannel retailers—those that seamlessly integrate the best of both digital and physical worlds at each step of the customer experience—are likely to enjoy significant advantages over retailers that try to pursue either one alone or both independently.”

Harvard Business Review

that appeal to them, via text message, social media, online couponing or email. Utilizing Wi-Fi to measure traffic patterns in your store can also help better align merchandise ordering and fulfillment.

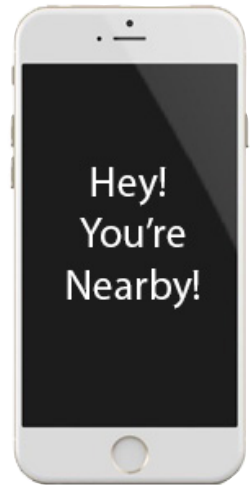
## 2. Convert Browsers into Buyers

Successful retailers leverage technology to enhance the in-store experience and offer additional platforms for customers to engage with a brand. Providing your customers a Wi-Fi connection gives them one more reason to stay and shop. Brands that engage shoppers the store have a greater chance of converting window shopping into a sale, for example, by offering targeted promotions to in-store customers as they browse or

allowing shoppers to look up product ratings on their mobile device. Retailers can then use the data on the number of promotions or coupons that have been redeemed in order to track the effectiveness of their campaigns.

### 3. Detect In-Store Location

One of the latest technologies to hit the retail space is the use of beacons in stores across the globe. Beacons are used via a smartphone app that alerts the customer



within a set range of a specific display. For example, beacons can be used to alert a nearby shopper of a specific sale item that is in close range. This enhances the customer experience by giving them easy access to the products / deals they may be looking to purchase or alerting them to a sale item they weren't aware of. Beacons can also be used to attract customers to a store by beaming to passers-by – say in a shopping center or mall. The same technology can be used to measure customer engagement, say the number of times they enter the store, purchases made, product preferences and other marketing data. All of this data helps retailers better engage customers with relevant products and services.

### 4. Reward Return Customers

Offering loyalty rewards to your best customers helps to keep them coming back for more. Wi-Fi enables retailers to offer loyalty rewards to customers in multiple ways via mobile devices. One of the best ways is to access their visit history and reward return customers with specific products, discounts, rewards programs and other incentives based on number of visits and purchases. By targeting your best customers with your best offers you give them another reason to promote your brand to friends and family at no cost to you.

Three quarters of consumers worldwide believe retailers currently miss the mark in targeting them with ads on mobile apps, and 72 percent do not feel that online promotions or emails they receive resonate with their personal interests and needs.

Infosys

### 5. Create a Multi-Channel Brand Experience

Whether your customers purchase from you online or in-store, the brand experience needs to be the same. One of the benefits of online shopping is the ability to thoroughly research products and target specific searches based on color, size, brand, etc. instantly. In-store Wi-Fi allows you to give the same benefit to shoppers on site that they have at home. Retailers benefit from allowing customers to search mobile devices for in-store items, and ordering and shipping the item right on the spot if it isn't currently available in the store. In addition, offering customers the

same loyalty and sales incentives online or in the store makes purchasing that much more convenient. Consistent customer service across multiple channels will also help ensure customer satisfaction and prevent negative ratings on Google and other social media sites. Ensuring in-store staff are trained on utilizing your mobile site ensures a positive customer experience across the board.

78 percent agree that they would be more likely to purchase from a retailer again if they provided offers targeted to their interests, wants or needs, and 71 percent feel similarly if offered incentives based on location.

Infosys

## 6. Make it Personal

The trend of personalized retail is often what keeps loyal customers coming back for more. Customers expect the same level of personalized service they get online from a retail store. Until now, that was a difficult task. But by targeting shoppers in-store with offers exclusively tailored to their needs retailers are able to provide better customer service, which improves brand loyalty. Tracking customer purchases helps retailers engage customers with products recommended based on past behavior and can help customers feel their needs are being met and their loyalty and purchases are valued.

## 7. Enhance Location-Based Offerings

By utilizing a combination of online, in-store and Wi-Fi access points, location-based marketing has the power to help retailers combine the best of online marketing with the in-store experience. Smart retailers that offer in-store Wi-Fi give customers the ability to quickly research the information they're looking for, access promotions and purchase a product on site – whether at the retail location or on their mobile site. In addition, retailers can offer seasonal and event-based incentives for customers based on locality – making the big box stores more appealing to local markets and empowering small businesses to compete with highly-tailored locavore promotions.

## 8. Assist Shoppers with Navigation

Across generations, navigational tools have made life simple. From tracking kids in the neighborhood to accessing GoogleMaps navigational data and seeking out hidden speed traps and traffic delays with Waze, consumers are looking for ways to make



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finding things easier. The same holds true for retail. New applications enabled by Wi-Fi help shoppers add products to shopping lists, find aisles for the specific items they are looking for, research their past purchases and discover new products. Combining navigation tools with product promotions not only enhances the shopping experience, it also provides an enormous database for retailers to measure everything from seasonal shopping preferences to how to design new store layouts.

## 9. Improve Inventory Management

One of the best things technology can do for retailers is help with inventory management. Many larger stores have mobile devices employees use to ring up sales, view competitors' prices and track inventory. When combined with inventory management software, mobile technology can alert everyone from the purchasing manager to the end consumer when something is out of stock at a retail site, where it can be purchased at another site locally, if it is available to order online and when delivery can be expected.

## 10. Enhance Customer Relationship Management (CRM)

With the advent of mobile technology in retail, companies now have the ability to use purchasing information to enhance their CRM database. Not only does point-of-sale, online and in-store purchasing data help retail businesses target individual customers with the right products and promotions at the right time, when aggregated it can inform executive management on larger, global trends across the entire enterprise. All companies from retail giants to local mom and pop stores can analyze and this data to measure everything from in-store and online traffic to product reviews, consumer behavior and effectiveness of marketing and ad campaigns down to a specific product.

### 25 Billion Wi-Fi Connected Devices by 2020!

Gartner, Inc. forecasts that 4.9 billion connected things will be in use in 2015 and will reach 25 billion by 2020. With more and more people using mobile technology every day, and consumers looking to engage with their favorite brands online and at leading retail locations around the globe, retailers need to focus on Wi-Fi as an overall business strategy to not only improve brand loyalty and enhance the customer experience, but most importantly to charter a course for the future based on the data and intelligence that is right at our fingertips.

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## About the Author:

Deep Blue Communications is a leading national managed service Wi-Fi Provider based in Latham, NY. We have engineered, installed, supported and monetized custom Wi-Fi networks across the United States, Canada, Mexico, and the Caribbean.

We understand the importance to retail clients that each network be designed to fulfill their specific needs. We take into consideration all of a site's structural advantages as well as limitations to ensure that all our networks provide the best, most secure Wi-Fi coverage possible. No two customers are the same!

With our new guest analytics and insight software suite, engage!, we turn Wi-Fi into powerful marketing tools. Retailers now have been given the ability to market to their customers and engage with them on the social media platform they prefer.

Deep Blue provides 24/7/365 help desk support to your business Wi-Fi; ensuring you will always have a reliable Wi-Fi network to engage customers, raise your social profile, and grow your sales.

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