

Retail Wi-Fi Solution

A powerful cloud hosted application designed over a fully managed Wi-Fi hotspot that can scale across all your sites. This tool allows you to measure and interact with customers at every site, bringing your omni-channel strategy to life.



With our retail Wi-Fi solution, you can offer reliable, freemium Wi-Fi access to your clients, deriving real-time data to track your customers across all stores in other parts of the country or to reward loyal patronage. Adding analytics tools to the full-service model Wi-Fi solution, your marketing team can offer targeted campaigns and more effective cross-sell opportunities via personalised user experiences powered by proprietary algorithms to correlate customer's online behaviour to their demographics.

PRODUCT DESCRIPTION

We offer a full-service model Wi - Fi solution of hardware deployment, monitoring and break-fix, as well as tools to analyse your customer behaviour and loyalty to you and interact with them to drive upsell opportunities.

CHOOSE BCX

Since 2014, we have deployed and manage the largest base of retail Wi - Fi hotspots in SA by number of venues.

WHAT WE OFFER YOUR BUSINESS?

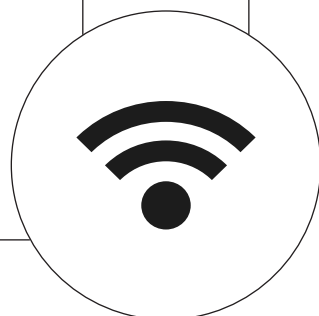
A Wi - Fi solution that allows you to gain customer insights for targeted upselling and cross selling

A Marketing platform

- Branded splash page
- Promote in - store campaigns
- Drive customers to social pages
- Centrally infuse marketing across all your branches
- Link to your loyalty programme
- Upgrade to run push campaigns and offer coupons

Intelligent Connectivity

- High performance, secure network connectivity that can plug into your existing service or run separately



Know your customer

Real-time customer engagement through analytics



User Demographics against time and location



Buying behaviour: time in the store & repeat visits



Lifestyle measures against internet use behaviour and device information

SOLUTION DESIGN AND PRICING

Contact your BCX account executive to schedule a design workshop. Our specialised solution architects will offer you more information on this product and customise your design to meet your unique requirements.