



INFORMATION SHEET

Customer Analytics

Release the power of your WiFi to connect, engage, observe and expand your customer engagement.

In Partnership

 CLOUD4WI

TRUST
DIGITAL 

A Solution that Releases the Power of your WiFi to Connect, Engage, Observe and Expand your Customer Engagement

Our Enterprise Guest WiFi can be up and running quickly providing you instantly with the ability to enhance your customer experience. Our solution enables you to offer a warm digital welcome to your customers.

Our solution enables you to offer a warm digital welcome to your customers – whether you decide to offer them a free vs paid use, a one-time vs recurring use, a per-user time or traffic allowance.

We can deliver the right Enterprise Guest WiFi solution for you and your customers, regardless of your existing technology and infrastructure. With our Enterprise WiFi portal you can customise every aspect of your Enterprise WiFi so it works for your company and your customers.

86% of buyers
will pay more for
a better customer
experience*



*<https://www.superoffice.com/blog/customer-experience-statistics/>

Innovate and Reach New Heights with how you Connect with Customers



Drive Revenue with Location-Based Marketing

Gain visibility over your customer offline behaviours to help you identify your preferred segment to target. Finally, have the ability to deliver relevant messages and keep a track of your business performance and your marketing impact.



An Asset that Brings Value to your Business

Enrich your WiFi experience with real-time smart content – such as surveys, promotional coupons and advertising. Plus, deliver custom on-site experiences, that will keep your customers spending with you.



Secure and Easy Enterprise WiFi

Offer risk-free and friction-free secure Enterprise WiFi which can pre-activate customers before they visit your locations. Our Enterprise WiFi is compliance with privacy regulations for peace of mind.



Gather Insights Through WiFi Analytics

Discover when and how long your customers stay at your locations, as well as understanding how they react to your communications to help you drive your marketing strategy. To enable you to deliver perfectly-tailored communications at the right moment.

How it Works

01

Customer Acquisition and Profiling

Sign up customers who have access to your WiFi, by creating a quick and easy-to-use WiFi splash page and adding customers in your location to your subscriber lists while they are accessing your WiFi. Define and promote reward programs to increase sign-up rate.

With this insight, you will be able to know how your customers behave in order to enhance their customer journey. With a 100% consent-based approach, discover their habits, interests and where they have been. Enabling you to develop a true view of your customers to help you target them.

03

Proximity Messaging

Real-time proximity marketing is a great way to increase footfall and ultimately drive sales by creating impactful multi-channel welcome journeys to strike a positive first impression that keeps customers spending with you. As well as being able to send timely, relevant messages when customers enter your location, when they visit a specific area or when they stay for a certain amount of time. These provide you with valuable opportunities to interact with your customers, win back customers that might be on their way out, or reach customers that are nearby your locations.

02

Customer Segmentation

Be able to group customers based on their behaviours, demographics and so much more, so you can target the perfect offline segment with messages that resonate and inspire action. As well as this you can discover similarities and differences between offline and online audiences. This will help you target customers more effectively and improve conversion.

04

Behavioural Messaging

Deliver perfectly targeted messages that drive customer loyalty, foot traffic and revenue by having the ability to send targeted messages to customers based on real-time activity. Stay in touch with your most loyal customers to keep them engaged and spending with you. You will also have the opportunity to communicate with customers that have visited you, however, didn't make a purchase, re-engage with them by sending them targeted messages that will interest them to come back and spend with you.

Fill in the Gaps of the Digital Customer Journey

Splash Pages:

- Create Splash Pages in line with corporate branding
- Template variety (easy-to-customise)
- Optimized mobile experience
- Media and active content
- Multi-language support
- Portal offline preview
- Customisable domain

Login Profiles:

- Simplify Enterprise WiFi onboarding by offering with multiple login options
- Social and Gmail login
- Click-through with custom input fields
- Username/password
- Automatic authentication of returning users
- User account validation by email, text message or through a sponsor

Internet Plans:

- Define the policies to use your Enterprise WiFi
- Time or traffic allowance per session
- Recurring or one-time policies
- Access code management for self-provisioning process
- Pay-per-use service support with online payments
- Control of plan bandwidth

My Apps:

- Publish custom web content during the login process or on the dashboard
- Context enrichment
- Web SDK

Data Ownership:

- Own the data you collect over Enterprise WiFi
- Company's ownership

Applications and Integrations:

- Extend the capabilities of your Enterprise WiFi with advertising, surveys, coupons, video advertising and social media marketing.
- Seamless integration with third-party systems, including payment services, text message sending, sender's email customisation, contact list synchronisation and collaboration platforms.

Tools:

- Design the best WiFi experience
- Access Journey
- Kiosk

User Management:

- Easily manage the WiFi users
- User list
- Self-care portal
- Connection logs
- Troubleshooting logs
- User list export

Mobile SDK:

- Leverage your mobile app to improve on-site experiences
- WiFi onboarding functions
- Android and iOS support

Webhooks:

- Send real-time notifications about Enterprise WiFi events
- Sign-up
- Login

Enterprise WiFi Analytics and User Analytics:

- Monitor Enterprise WiFi usage across multiple locations
- New vs. returning users
- Sign-up methods
- Users/impressions/connections/traffic by time of day and day of week
- Impressions/connections/traffic by user
- Custom reports
- Get an in-depth understating of WiFi users
- Acquisition sources
- Touch points and validated touch points
- Marketing opted-in users
- Breakdown by demographics, geography, device and operating system
- Custom reports

Settings:

- Fully customise the services
- Support for international settings
- Customisable service communications
- Customisable policies (Privacy Policy, Terms of Use, Promotional Communications)

Service Management:

- Simplify the Enterprise WiFi management
- One single, cloud-based dashboard
- Multiple locations
- Multi-level management
- Multi-role management
- Multiple managers per account
- Customisable domain of dashboard
- WiFi hardware independence

APIs:

- Integrate into third-party systems
- User profile APIs
- Guest WiFi APIs
- Network inventory APIs
- Troubleshooting logs APIs
- Connections logs APIs
- Service provisioning APIs



Digital solutions integrator delivering managed services to businesses, bringing technology and strategy together. Trust Digital is a suite of digital applications to support businesses in the quest for digital enablement to deliver exceptional customer experience, analytics & Insights and provide operational streamlining and commercial enhancement.



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