Wireless Connectivity That Offers Insights Into Customer Behaviours.

Whether you are operating in the retail, hospitality or financial industry, chances are that your customers are big on mobility. With Singtel's WiFi-as-a-Service Analytics, you have the means to gather insights into your customers' behaviours and preferences so you can communicate to them in a more targeted manner, creating more opportunities for your business to convert footfall into sales or revenue.

Singtel

WiFi-as-a-Service Analytics

Leapfrog the Competition with Wireless Connectivity

Offering WiFi is more than enabling email or Internet access. It is a competitive advantage as it directly impacts customer experience – especially for establishments such as retail outlets, restaurants, cafes, tourist attractions, hotels, banks, to name a few.

Further maximise your Return on Investment (ROI) with a WiFi connectivity that gives you insights into customer behaviours so you can better engage your customers via social media, get them to stay longer at your premise (and spend more), and give them more reasons to return.

Features

Captive login portal with questionnaires

Turn your web browser into more than an authentication mechanic by customising your login portal with distinctive branding and short surveys. Collect, store and analyse customer responses for your company's customer relationship management (CRM) to support targeted marketing activities.

Added assurance options include, hassle-free login methods and secure one-time password (OTP).

Enhanced digital marketing capabilities

Enables targeted marketing campaigns:
• Send welcome electronic Direct Mailers (eDMs)
• Send targeted eDMs based on custom criteria (e.g. frequency of visit, duration of visit, age, etc) via standard eDM templates
• Track eDM campaign's effectiveness via automated click-through count and Facebook Likes count tracker

Integrated social media capabilities

Set up your business Facebook page as a splash page for WiFi login. This offers insights into aggregate demographic data from 'check-ins' and more.

Customised dashboard

Enables businesses to view and analyse:
• User analytics collected from captive login portal and simple questionnaires, including age group and gender segmentation, top usage areas which can be useful for marketers to perform more effective event-driven marketing activities.
• Technical analytics for centralised IT management of WLAN, including network capacity planning review data utilisation, tracking of end-users device types, operating systems, etc.
• Consolidated footfall and heat-map via dashboard provides insights into specific store traffic and consumer behaviour information including average dwell time, shop front traffic, in-store traffic, new versus repeat visitors, etc. Records historical data for better comparison and analysis.

Intelligent business analytics

Unlock valuable knowledge about your customers' lifestyle preferences, consumer behaviour, footfall, heat-map and more, to empower data-driven decisions for more effective and targeted marketing.

Industry Applications

Whether you are a retail store, an award-winning restaurant or a renowned hotel, you need to learn all about your customers' footfall, lifestyle preferences and more to make informed decisions. Singtel's Enterprise WiFi-as-a-Service Analytics gives you new perspectives from useful analytics.

Department store

It's not just about the price. Customers return when you have the right offer, at the right time for the right products. It's all about how well you spot trends and behaviours, and devise marketing programmes that shape demand. Do you know your customers' preferences and map them to the inventory you are stocking? How about the frequency, duration and even timing and length of your customers' visits?

Applications

- Post an advertisement on your captive login portal featuring your latest promotions
- Design a simple questionnaire to gather your customers' views, preferences, shopping behaviour, etc. Encourage customers to subscribe as a member.
- Use the dashboard features to gather useful analytics about your customers. Learn which specific section of your store attracts the heaviest footfall and relevant heat-map information.

Benefits

- Gain powerful insights into customer preferences and buying behaviour via presence-based data, to empower data-driven decision making.
- Enhance effectiveness of in-store promotions with measurable advertising, eDM campaigns and other marketing activities.
- Enable smarter product placement to drive traffic flow and direct footfall within store.

Restaurant and café

Beyond ensuring that your food tastes good and your staff are well-trained, you need to do everything you can to drive customer traffic to your restaurant and café. What are you actively doing to increase foot traffic to your restaurant? Do you know which type of promotion (such as birthday offers, 1-for-1 promotion) is effective in getting new customers to step into your new café?

Applications

- Reach customers on their smart mobile devices, encourage 'likes' and 'check-ins' via integrated Social Media WiFi login.
- Post advertisements on your captive login portal or push notifications via mobile phones to encourage the download of coupons or special one-time password for discounts.
- Use dashboard to know customers' demographics, lifestyle preferences and more.

Benefits

- Enable closer customer engagement and seamless, on-brand customer experience via omni-channel selling on mobile devices, Facebook page, brochures, eDMs, etc.
- Increase brand awareness by encouraging 'likes' and 'check-ins' during Social Media WiFi login
- Build consistent brand image across both online and offline presence.
- Gain insights into customer information to drive more effective marketing campaigns that work.

Industry Applications (continued)

Venue owner and hotels

You have an impressive tourist attraction or hotel with newly-renovated facilities designed to wow. What can you do to drive on-site foot traffic, increase guest loyalty and attract new customers? Do you have a way to capture new leads through event-driven interaction?

Applications

- Offer in-park or in-house guest WLAN login via integrated guest WiFi login pages
- Send eDMs (using standard templates) as periodic updates to subscribed members with information on on-going promotions, seasonal offers, etc.
- Send eDMs (using standard templates) on special occasions such as birthdays and anniversaries to build customer loyalty.
- Run targeted real-time eDM campaigns (using standard templates) for specific demographics (e.g. ladies exclusive, frequent visitors, etc.)
- Use dashboard to track click-through rates of your eDM campaigns.
- Monetise through sponsored captive portal by your retail tenant for seasonal/festive promotion.

Benefits

- Enhance guest experience with in-park or in-house guest WLAN login via integrated social media login pages.
- Drive traffic to your tourist attraction and/or hotel through targeted timely campaigns via eDMs or mobile devices.
- Empower informed data-driven decisions to enable most effective foot traffic across locations, increase average basket size, etc.
- Generate new leads through event-driven interaction via Facebook page.
- Create new revenue streams to offer more guest services and enhance customer experience.

Benefits

More targeted marketing and communications

With intelligent insights into your customers' behaviours, you can communicate to them in a more targeted manner, creating more opportunities for your business to convert footfall into sales or revenue.

Scalability and cost-efficiency

Free up high upfront capital expenditure with our user-friendly pay-as-you-grow model. Enjoy the scalability you need as your business grows, while optimising cost efficiency with easy budgeting and forecasting with monthly all-in-one bills.

Greater convenience through one-stop ICT solution

Enjoy one-stop managed services including WLAN consultation, end-to-end network implementation and 24x7 single point of contact through our Network Operations Centre for support and maintenance.

Central online portal

Helps manage your marketing campaigns, create eDM campaigns, generate reports, track performance and schedule automated eDM campaigns.

About Singtel

Singtel is Asia's leading communications group providing a portfolio of services including voice and data solutions over fixed, wireless and Internet platforms as well as infocomm technology and pay TV. The Group has presence in Asia, Australia and Africa with over 600 million mobile customers in 25 countries, including Bangladesh, India, Indonesia, the Philippines and Thailand. It also has a vast network of offices throughout Asia Pacific, Europe and the United States.

Awards

Computerworld HK Awards
Global WAN Connectivity Service Provider of the Year (2015-2016)

Computerworld Readers Choice Awards
Managed Connectivity & Managed Services (2006 -2015)
Unified Communications Software Suite (2014)

Frost & Sullivan APAC ICT Awards 2014
ASEAN LTE Service Provider of the Year

Frost & Sullivan Singapore Excellence Awards 2015
Mobile Service Provider of the Year
Telecom Service Provider of the Year

HWM + Hardwarezone.com Tech Awards
Best Telco, Singapore (2010 – 2016)
Best Fibre Broadband Service, Singapore (2010 – 2016)

NetworkWorld Asia Readers' Choice Awards
Managed Infrastructure Services (2012 – 2015)
Managed Security Services (2014-2015)

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