Customer Insights

Powered by Purple

Monetize Your Wi-Fi

Mobile connectivity is now a must for today's consumer, whether they are at a retail shop, ballgame or even spending the day at a public park. And for businesses free Wi-Fi has become a must have for attracting customers and for generating additional revenue. By enabling customers to catch up on their email, surf the web and update their social networks, they are likely to spend more time and money in that venue.

The question is how to leverage all this customer data that is now available to the business? And how do organizations receive a return on their Wi-Fi investment while also enriching the customer experience?

Benefits

- Complete Guest Wi-Fi and analytics solution

- Social media integration provides deep insight into user demographics and behavior

- Built in marketing tools to engage users in real-time with offers

- Cloud-based solution can scale from a single site to multiple locations across the country or world-wide

- Complemented by comprehensive ProServices, providing for faster implementation and world-class support services

ADTRAN®

Monetize Your Wi-Fi

The Solution

The answer: Part of the ProCloud Analytics suite, Customer Insights Powered by Purple is a complete cloud-based solution that unlocks the power of data analytics in a Wi-Fi setting. Customer Insights offers everything a carrier, managed service provider or organization needs to take advantage of valuable insights into a mobile user's behavior. This includes how often a customer visits, how long they stay, and the type of device used on the network.

Additionally, by using social media login, or a customized portal, organizations are able to find out detailed demographic information such as age, gender, interests, and geographical location. From this information, it's possible to send customized offers and communications to customers, generating new revenue.
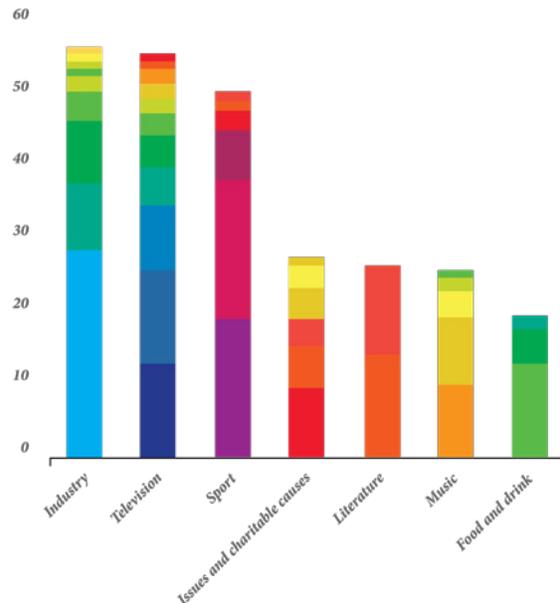
The return on investment (ROI) for a Wi-Fi analytics solution becomes clear once you dive into the numbers. PwC conducted a global retail survey in 2015 with some revealing results:

- 62 percent of respondents said their interactions on social media with a brand had led them to buy more
- 45 percent said that promotions and coupons are what drove them to engage via social with a particular brand
- 31 percent of Millennials —the 18-24 year-old "digital native" set of survey participants— selected Wi-Fi as a favorite in-store technology

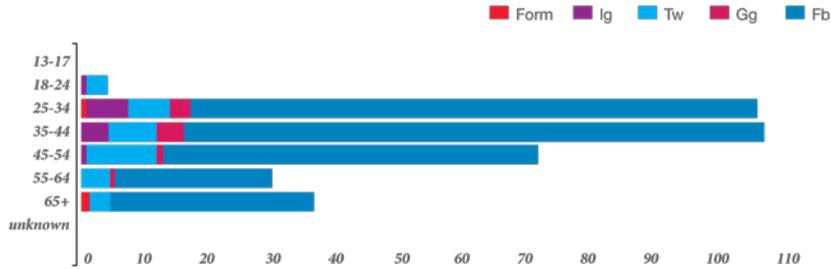Customer Insights allows organizations to take their Wi-Fi to the next level by enabling them to:

- Track number of visitors, type of device used and time of visit
- Capture customer name, gender and age, among other demographic information
- Discover Likes and Follows via social media registration process
- Suggest customers post a social mention of your business when they log on
- Send automated email marketing messages
- Push targeted promotional coupons
- Allow customer to create branded login screen
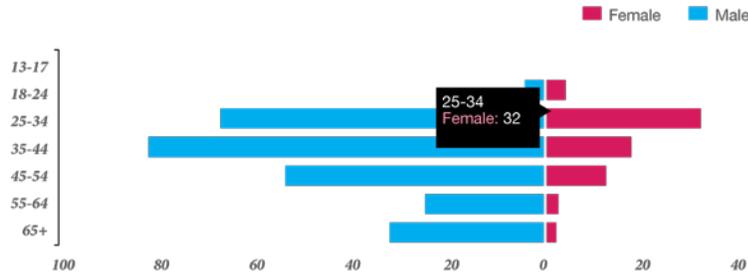
FACEBOOK LIKES COUNT

SOCIAL NETWORK BY AGE

Legend: Form | Ig | Tw | Gg | Fb

Age groups: 13-17, 18-24, 25-34, 35-44, 45-54, 55-64, 65+, unknown

X-axis: 0, 10, 20, 30, 40, 50, 60, 70, 80, 90, 100, 110

WIFI USERS AGE BREAKDOWN

Legend: Female | Male

Age groups: 13-17, 18-24, 25-34, 35-44, 45-54, 55-64, 65+

X-axis: 100, 80, 60, 40, 20, 0, 20, 40

25-34
Female: 32

Customer Insights is a part of ADTRAN's ProCloud portfolio of cloud-managed networking solutions, including ProCloud for Network Management, Analytics, Security, and Unified Communications, that allow organizations to transform their network and the way they do business.

For more information on Customer Insights, please visit
http://www.adtran.com/msp

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