THE BRIDGE BETWEEN YOU AND YOUR CUSTOMERS

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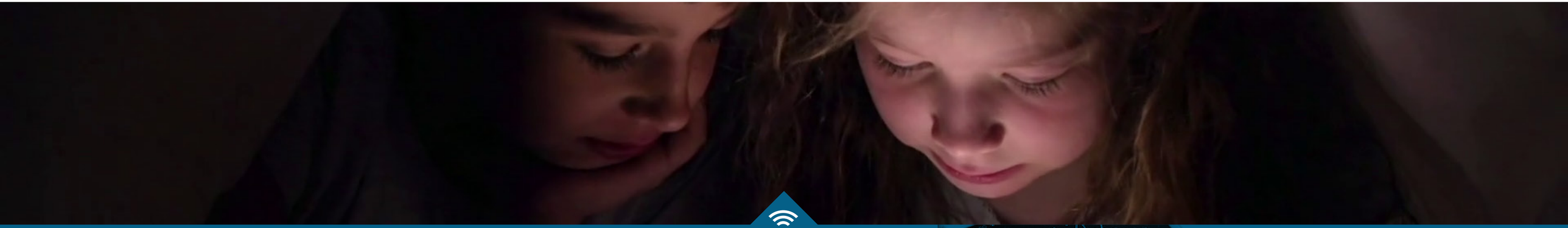
WHAT IS GENIUSWIFI

“ The bridge between you and your customers ”

In this modern age, customers demand free Wifi wherever they go.
We browse, shop, chat and engage more with digital content more than we ever have before.

WE CAN TURN YOUR WIFI HOTSPOT INTO A MINI MARKETING MACHINE!

Genius WiFi is more than just a hotspot provider, Genius WiFi works harder for you.
It’s autonomously collecting data and more importantly uses that data to influence your customers.



SECURE HOTSPOTS APPROVED BY ‘FRIENDLY WIFI’

Legally compliant and secure Public Wifi hotspots approved by ‘Friendly WiFi’

During the summer of 2013, the Prime Minister; David Cameron announced that a commitment had been made with the UK’s main WiFi providers that their standard public WiFi offering will automatically filter the IWF (Internet Watch Foundation) list and include filters to block pornography, by the end of August 2013. These filters will help prevent children and young people from accessing inappropriate pornographic and child abuse material online, and should also limit accidental exposure to inappropriate material that nearby adults might be looking at in public.

Genius WiFi is a Friendly WiFi approved provider for public WiFi meaning your hotspot includes the same filters and is safe for children and young people to use.

digital Friendly WiFi
Approved Provider

IS YOUR BUSINESS USING THE MOST OF THIS OPPORTUNITY TO GROW SALES?

As our world has become increasingly connected, so has the Genius Wifi Platform.

Watch our video to discover more

THE CUSTOMER JOURNEY

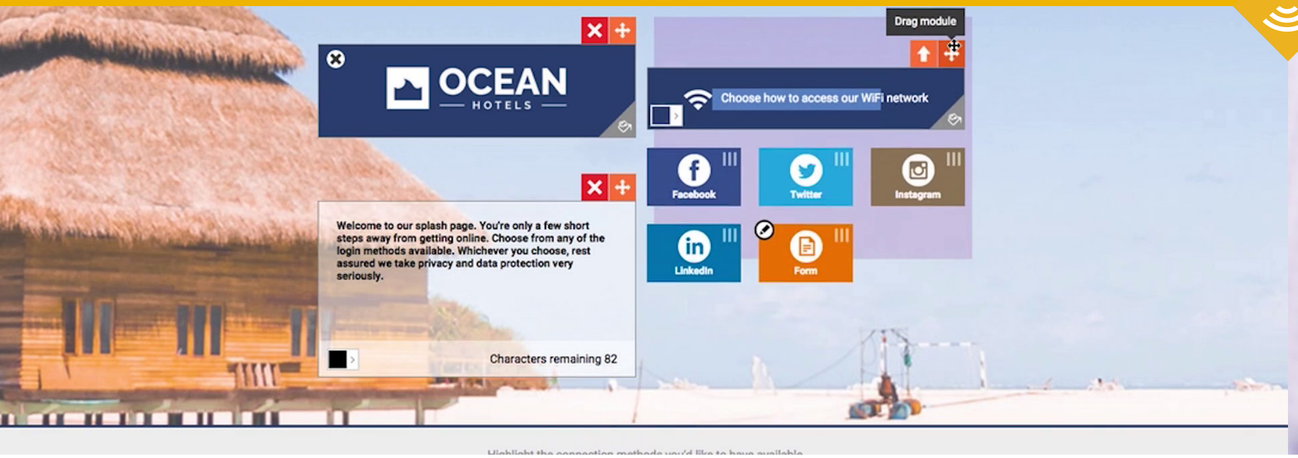
CUSTOMER ACCESS TO ‘GENIUS’ POWERED WIFI

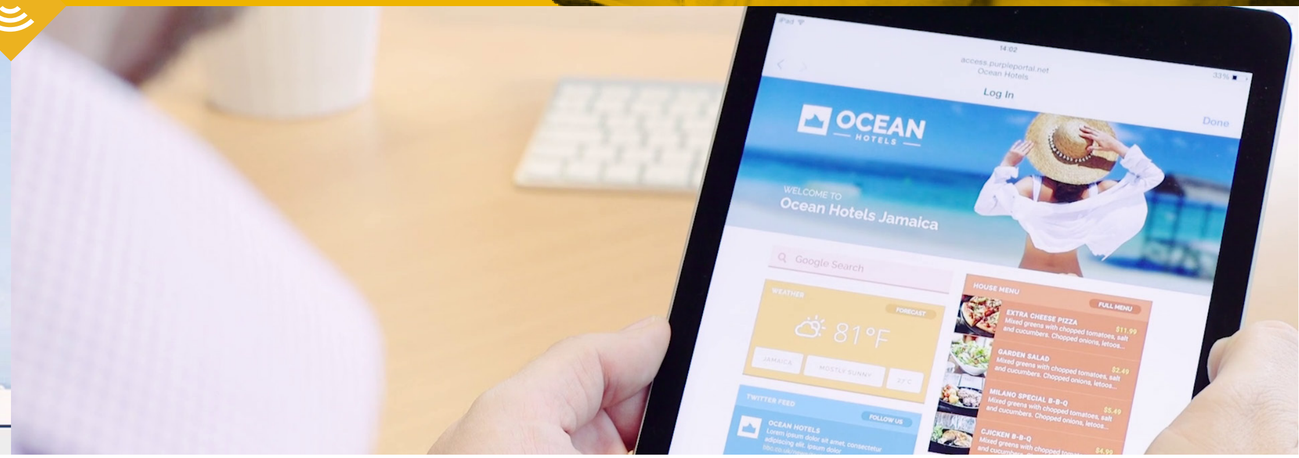
Your customers accessing the WiFi couldn’t be easier.

It is a consistent experience across venues independent or globally, and happens in whatever language the user chooses.

The social login option encourages your customers to connect with you socially while in your space, boosting engagement with real customers.

The speed and scale of the system, means venues can be on boarding 100K users a second all over the world, meaning Genius WiFi can work for every type of venue from shop to stadium.





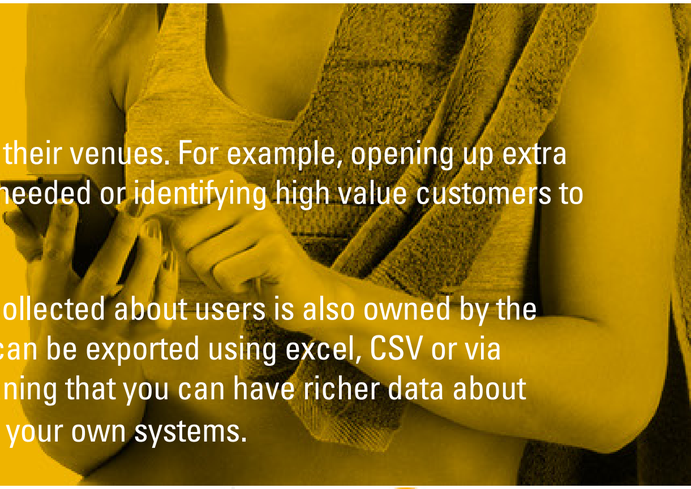
COLLECTING CUSTOMER DATA

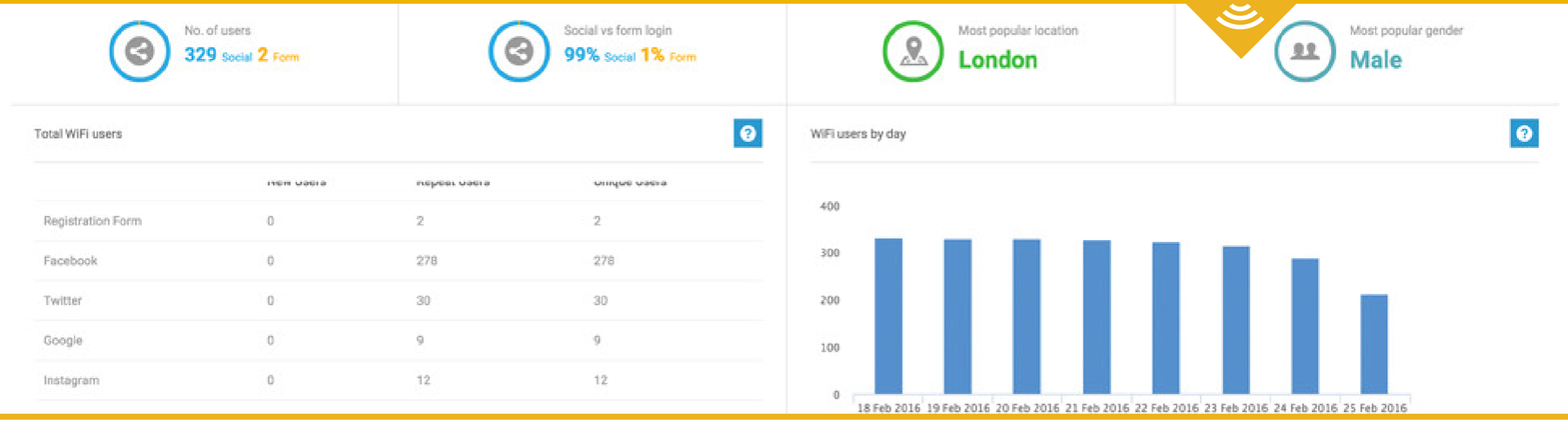
Genius WiFi provides access to your customer's Name, Gender, Age, Date of Birth, Location, Interests, Hobbies - Which is great for targeted marketing campaigns.

You'll also know how frequently they visit your business and what times, where they go and spend most of their visit.

You can use location technology to pinpoint where your customers are in the venue, and identify heat maps and common paths through the venue. This then allows you to adjust layouts, signage, product displays and promotions to see how that affects the paths taken. It can streamline resource allocation, by sending staff to busier areas of the venue to assist customers. Venue staff can use the information to take a number of actions while people are right there in their venues. For example, opening up extra tills to when needed or identifying high value customers to engage with.

All the data collected about users is also owned by the venue; data can be exported using excel, CSV or via our API. Meaning that you can have richer data about customers in your own systems.





LOCATION AND PRESENCE

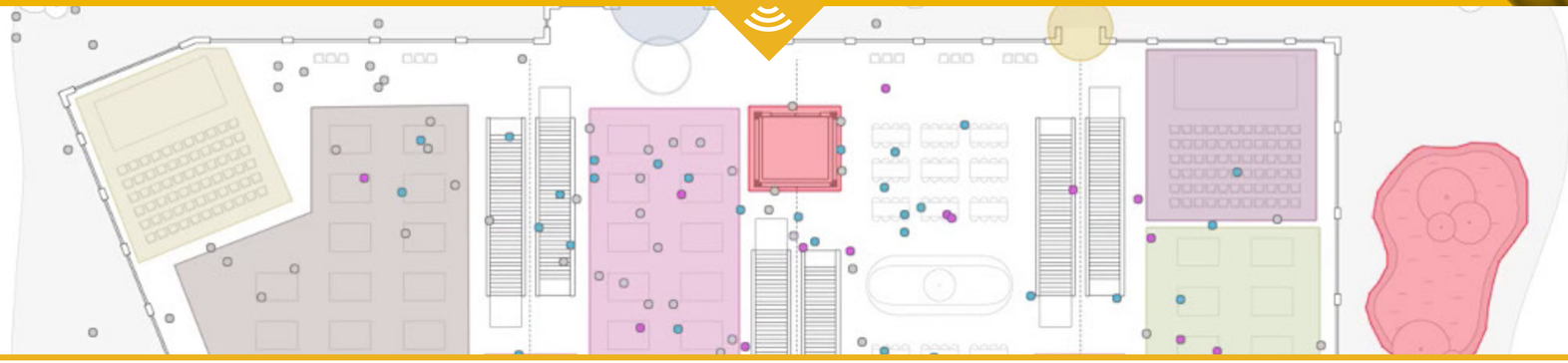
Genius Wifi customers will be able to see a birds eye view of their venue and will have the capability to track users wherever they are.

You can pinpoint customer's location, where they have been and pull heatmaps from the data to show common trends. With this data, you could highlight hotspots in your venue where advertising would be very effective, or position staff at another post because you've analysed a change in customer behaviour.

In addition with the data giving you the ability to adjust signage, product displays and promotions to see how that affects the paths taken by customers; Venue admins can click on any authenticated device and learn about the user that is logged on - What's their favourite band? Do they like Ice cream?!

Learn what their latest social media update was; along with all their contact information such as date of birth, name and email address.

This powerful locations and presence tool is unprecedented and groundbreaking for intelligent hotspots.



ENSURING RETURN CUSTOM

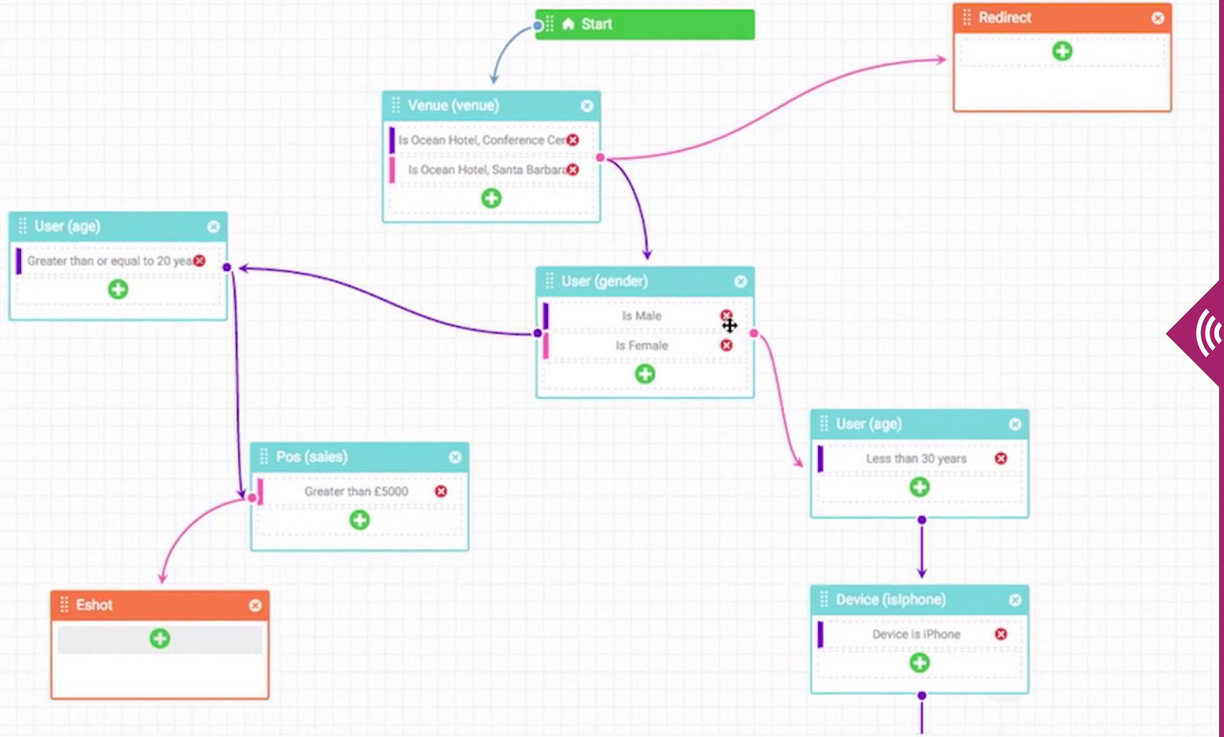
CREATING BRAND LOVE AND LOYALTY

Every customer wants to feel loved and appreciated by your business. Discounts on your products need to be valued and given out to the customers that deserve them.

A first time customer can receive an email or text when they login to let them know about a special offer.

You can also reward a customer for their loyalty and repeat custom with a free gift or coupon.

Customer Loyalty software can normally cost thousands of pounds; Genius WiFi offers this service built in, so you can make the most of your HotSpot whilst providing an unrivaled service to your customers.

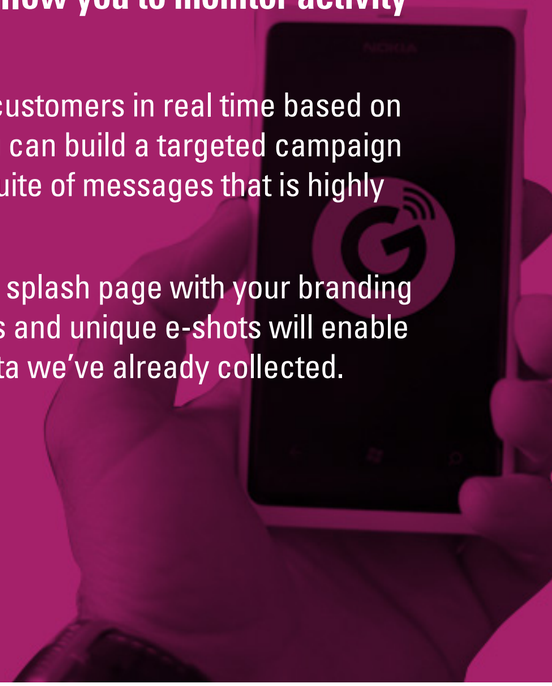


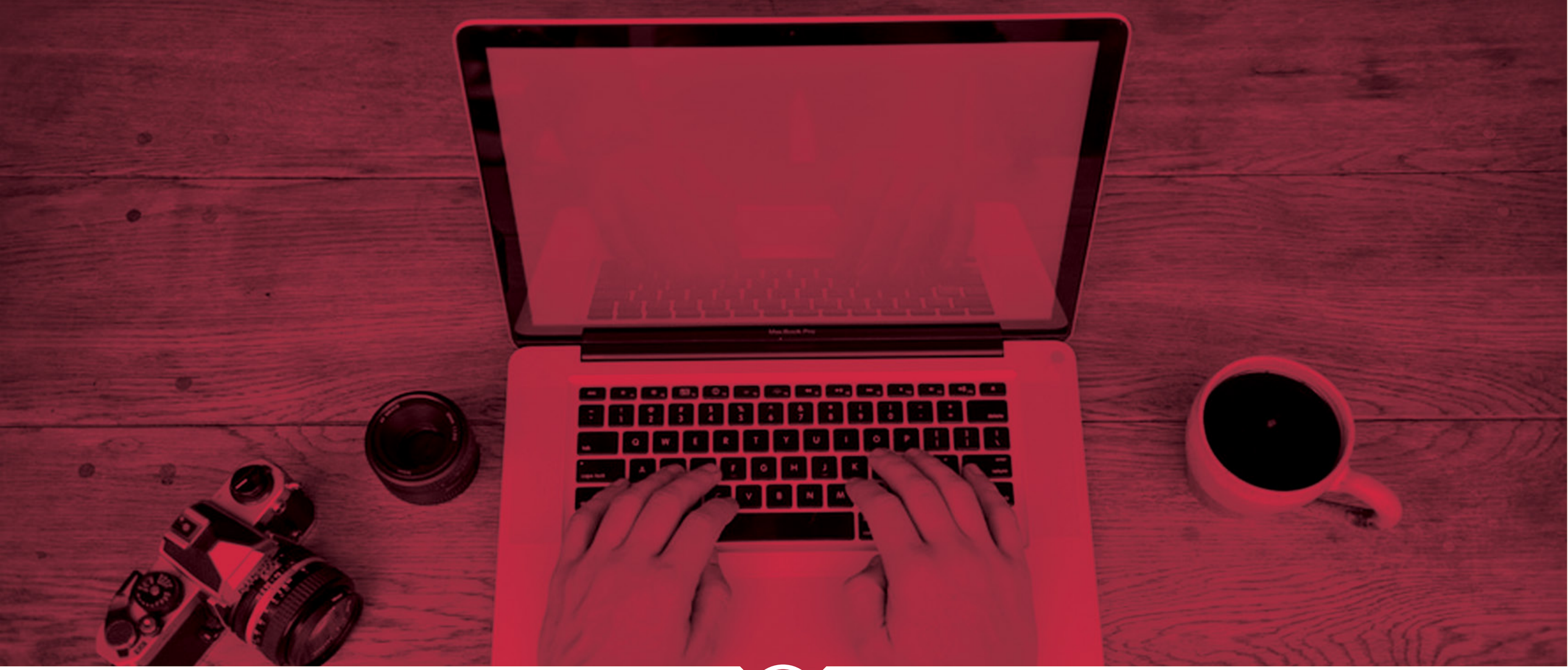
TARGETED MARKETING CAMPAIGNS

Genius Wifi's array of marketing tools will allow you to monitor activity and promote your business.

Our portal allows you to send e-mails or SMS's to customers in real time based on demographics, location, dwell time and loyalty. You can build a targeted campaign using our 'LogicFlow' tool, allowing you to craft a suite of messages that is highly personalised to each user.

You can choose to customise the offline and online splash page with your branding and advertising. Using this combined with analytics and unique e-shots will enable you to target your audience effectively from the data we've already collected.





REPUTATION MANAGEMENT SOFTWARE

REPUTATION MANAGEMENT SOFTWARE

Our reputation management software is your 24 x 7 web monitor. You can monitor your brands, your products, your people and even your competitors. Keep track of unlimited keywords and phrases.

Any time anyone mentions your keywords or phrases, even if they are sending an angry tweet about you, or posting a review on Trip Advisor, our reputation management software will know.

If you know about what people are saying, you can deliver the service to make them happy.
It's communication! Too often though, You simply don't know until it is too late.

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PLEASE GET IN TOUCH FOR A VIRTUAL DEMONSTRATION OF GENIUS WIFI

NAME

EMAIL ADDRESS

CONTACT NUMBER

ADDITONAL NOTES

Submit