



# CASE STUDY



## Guest Wifi increases brand awareness: DEAD CANARY BAR

### ABOUT

Dead Canary, located in Cardiff city centre, offers a wide selection of drinks, cocktail masterclasses and various events. Promoting their offers and events, as well as providing excellent customer service are all vital to the business.



### BUSINESS CHALLENGE

- Dead Canary had issues with its previous guest WiFi connection. The current setup didn't feature any marketing tools meaning the business was unable to effectively use any data from a customer login.
- The premise is a large building which can pose issues for WiFi access points, so selecting the right equipment was an essential requirement.
- Research shows that 38% people use WiFi to post pictures of their activities and this has become a Facebook trend. The ability to log in via social media was therefore an important consideration to the venue in raising its brand awareness.
- Finally, as a public business, Dead Canary knew that if they were to provide WiFi as a service to guests, then it must comply with UK Legislation and be prepared for GDPR (General Data Protection Regulation) when it is introduced in May 2018. This new regulation is intended to strengthen data protection for all customers.

“It's great to see the analytics. We are able to tailor promotions and offer specific deals - such as a customers birthday. We can build customer loyalty whilst offering a guest wifi connection.”

Jonathan Saunders

### KEY SOLUTIONS



#### NSN GUEST WIFI

Complete access to the internet in all areas of the venue for visitors.



#### FACEBOOK 'CHECK IN'

Users can log in using their Facebook account and 'check in', increasing brand awareness.



#### SELF-MANAGEMENT

Ability to manually make changes to settings by using the simple web portal.



#### SECURE BROWSING

Adheres to data protection regulations.



#### BRANDED REGISTRATION PAGE

The venue is now able to capture registration data such as email address and birthdays.



#### DATA CAPTURE

See how long customers are staying, how often they visit, and key demographics.



#### TAILORED PROMOTIONS

Personalised customer experience to encourage repeat business.



#### TRAINING PROVIDED

Darren provided training on how to use the user-friendly portal and marketing features.



#### ONGOING SUPPORT

The NSN team is always on hand for any queries.

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