TEAM WiFi

Turn your **visitors**
into **repeat customers**

teamwifi.co.uk

Recognise this? Could this be you?

Do you have Wi-Fi?

Certainly, here's the password... a pleasure... all part of the service.

Except that it could be so much more, because your customers are using your Wi-Fi to connect to their friends for free, whereas what you could be doing is turning this free resource into your most valuable marketing asset.

Think of it like this, you have customers visiting your venue every day, all of whom you'd like to be buying more from you, the question is, how do you get them to do that? Are all your posters and leaflets working? Probably not, because we're all busy, and we tend not to stop and read printed advertising that much any more. There has to be a better way...

There is, and it's Email, Social Media and Text Messaging. These have been proven to be the most effective way of transferring information to a targeted audience, but to use them you need to know your customers' email addresses and mobile numbers and to engage with you on social media.

Which is where we come in. The good news is that we can help you to automatically collect your customers' names, email addresses and mobile numbers while getting them to post on your social media pages.

How? Well, what your customers want is free Wi-Fi, but rather than just give this valuable asset away, why not make it work for both you and them.

With Team WiFi you can simply, quickly and automatically learn more about your customers' names, birthdays and email addresses... This is marketing gold and gives you the opportunity to entice them back again and again.

There's more. The extra bonus with Team WiFi is that as your customers go online to socialise with their friends, their friends could become your friends, growing your online community, increasing customer loyalty and bringing a world of new marketing opportunities to your door, all thanks to social media; so, whilst your Wi-Fi remains free to use, you get a valuable payback that could make all the difference to your business.

To find out more call us on: **033 33 58 38 28**

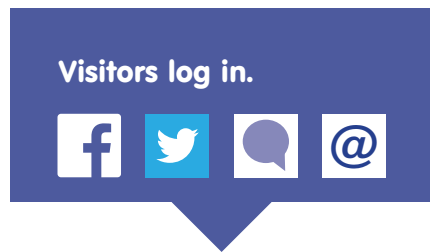**teamwifi.co.uk** • **info@teamwifi.co.uk**

The Benefits

Wi-Fi Anywhere

Whether you have a small café or a football stadium we can provide the perfect Wi-Fi solution. With a wide range of equipment and systems at our disposal and a wealth of expert knowledge within our team we can provide you with just the system you need for your venue.

Simple Log-in Process

You can ask your customers to log-in via a method that works best for them and your business; a simple form, Facebook, Twitter, text or voucher.

Visitors log in.

If you want we can even ask them to post a message saying that they are at your venue on their social media accounts.

Connection takes seconds and, with just a few clicks, customers are signed up and directed to the web page of your choice.

Automatic re-login

Rather than having to get the visitor to re-login each and every time you can automate the process so when a visitor returns their mobile, tablet, or laptop will automatically re-login

Customer Data Profiling

Rather than just giving your Wi-Fi away you can now exchange it for user information, enabling you to profile your customers and engage with them once they have left your premises. Access to your data is unrestricted so you can download it whenever you want or even have it automatically update your Mailchimp account.
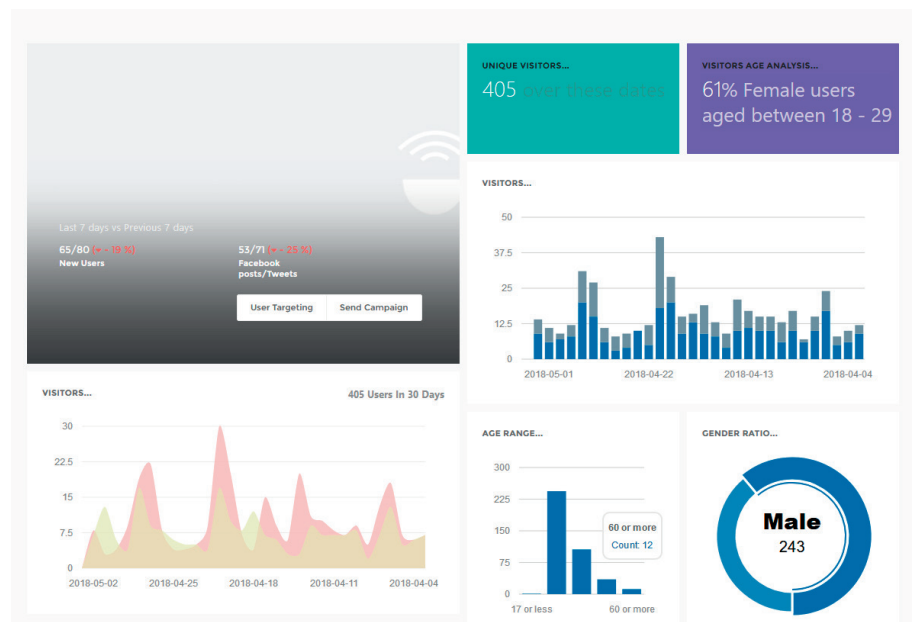
Social Media Engagement

Users who log-in to your free Wi-Fi via their social media accounts will have the ability to interact with you, so any messages you post can be seen by them and their friends and family. This increased exposure is free advertising for your business and enables your offers, promotions and events to be seen by a much larger audience.

Marketing

Your Wi-Fi will automatically collect your customers' name, email, age, gender… You now have some extremely valuable information about your customers. Rather than sit on it we give you the tools to automatically email or text them upsell messages to encourage them to return and spend more with you. You can even display adverts within the logging in process to get them to act there and then.

You can also export your customer data, which can then be used with all quality email-marketing services, even free ones like Mail Chimp.

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Bandwidth Management

You don't want one user hogging all of your bandwidth so that other users have a slower experience so Team WiFi automatically splits the bandwidth between all connected customers to ensure that everyone gets the best experience.

Bring Your Own Access Points

You may have already invested in a normal Wi-Fi network and installed access points throughout your premises. Team WiFi enables you to cash-in on this investment by converting them into social Wi-Fi access points.

Social Wi-Fi on Your Wired Network

Have you already invested in a Local Area Network (LAN) for guests to plug their laptops into or provide access to your computers but would like to automatically capture their details and improve your social media profile? Well with Team WiFi this is not only possible but simple.

Security

Team WiFi is compliant with the 2010 Digital Economy Act. This act states that the bill payer is liable for the content viewed on an Internet connection. This is why it is important that if you give people access to Wi-Fi you have a clear way of showing who is using the service and when they are using it.

Bespoke Branding/ Building Trust

Your brand is important to you and your customers so your Team WiFi system will have:

- A recognisable Wi-Fi name (SSID)
- Branded access pages, logo and background
- A link to a web page of your choice, creating engagement with your social media pages.

Marketing Pack

As well as your plug and play Team WiFi unit you will also receive a marketing pack containing:

- Large point of sale and window stickers
- Small "free Wi-Fi" stickers
- Log-in guide poster

Private Network

You also get a secure private network with a separate Wi-Fi name (SSID). This means that any staff or devices (smart TVs, tills, card machines…) can stay securely connected on a separate wireless network.

Analytics

You can review your Wi-Fi's statistics and gather valuable insights into customer behaviour. Customer information is displayed in easy to view, interactive graphs and charts, allowing you to accurately plan and deploy targeted marketing campaigns.

Time Limited Access

The last thing you want to do is entice time wasters into your premises; you know, those people who buy one coffee and hog a table for hours, so your Team WiFi system will restrict how long they can stay connected to the Internet, which will either move them on or get them to buy more from you.

Data Limited Access

Do you have a mobile or limited broadband connection but would still like to benefit from free customer Wi-Fi? Now with Team WiFi you can automatically restrict each user's data usage.

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Frequently Asked Questions

What's the difference between my private Wi-Fi network and a Wi-Fi network that gives my customers access to the Internet?

Giving your customers access to Wi-Fi is called managed public Internet access and has the specific purpose of allowing users to temporarily access the Internet while they are away from their homes or offices. Generally, this is for a limited amount of time and is easy to use with their own devices (notebooks, tablets, smartphones, etc.) without the need for configuration.

A public Internet access network must allow the business providing it to limit access to authorized users only, as well as setting time and bandwidth limits.

A managed Wi-Fi solution, as supplied by Team WiFi, will allow you to provide public Internet access to your customers professionally and give you considerable side benefits at the same time. You can't do this with a normal Wi-Fi network.

Do I need a license or permission to provide Wi-Fi access in my venue?

No, but you do need to comply with the 2010 Digital Economy Act. Using a quality system like Team WiFi enables you to comply with legislation while creating a valuable asset that can significantly increase your revenue.

What do I need to do to provide free customer Wi-Fi in my business?

To implement free customer Wi-Fi simply contact us on 033 33 58 38 28 or email us at info@teamwifi.co.uk.

How do customers connect to my free customer Wi-Fi?

With Team WiFi you have the flexibility to choose the best options for your business and customers. These include:

Simple Form: Customers complete a simple on-line form in exchange for Internet access.

Social Media: We want you to get the most from social media so have integrated the biggest and best platforms for customers to login through: Facebook and Twitter.

Text Message: Your customer is sent a PIN code via text message. Once entered they are given access for the period of time you choose.

Voucher: Customers are given a voucher code. Once entered they are given access for a period of time.

Do customers have to login every time they visit?

No. We give you the option to allow for automatic re-login, so customers get straight online.

Is Team WiFi suitable for my business?

Team WiFi is designed to be an affordable and easy solution for controlling a Wi-Fi network and providing Internet access in any kind of business. It's perfect for bars, coffee shops, libraries, pubs, shops, small hotels, restaurants and any other place that people gather.

Furthermore, Team WiFi is designed to control Wi-Fi networks in multiple locations that can all be managed by a single control panel. Brands, restaurant chains, auto repair centres and hairdressers are just few examples where Team WiFi can bring huge benefits.

What are the technical requirements of Team WiFi?

As long as you have power and an Internet connection you can use Team WiFi. It will work with all broadband providers; BT, Virgin, TalkTalk, etc. and all connection types. If you do not have broadband at present please contact us and we'll provide this as well.

Will my personal Internet be secure?

Yes, plugging in your Team WiFi unit automatically separates your personal Internet from your free customer Wi-Fi and LAN networks. Customers connecting to your free customer Wi-Fi and LAN will not be able to access your personal network.

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How can I stop customers buying just one drink and staying logged in all day?

Team WiFi offers Time Limited Access so you decide how long you want them to stay connected. Our clients report that this either gets customers to buy another drink or move on.

Can I offer free customer Wi-Fi at a festival or other event where I don't have access to an Internet connection?

Yes. Team WiFi needs a broadband connection before we can give your customers access to the Internet. This connection can be over a landline or mobile broadband connection. Since mobile broadband can be costly if you use a lot of data, we enable you to limit customers' daily data usage, so everyone can access the Internet without it costing you a fortune. We can even provide you with the equipment and data card to enable you to offer Wi-Fi, so give us a call and tell us what you would like to achieve.

I have already installed Wi-Fi access points throughout my building, am I going to have to replace them?

No. Team WiFi can work with your present Wi-Fi access points to give you the best coverage, and your customers won't have to keep logging in as they move around your premises.

We have a wired guest network can you do anything with this?

Yes. Team WiFi allows you to connect your wired network (LAN) so that you can automatically collect user information and benefit from social media engagement.

Is Team WiFi safe and secure?

Yes, we are compliant with the 2010 Digital Economy Act, so you have valuable protection against misuse.

How can I promote my free Wi-Fi?

Besides your plug and play Team WiFi unit you will also be sent a marketing pack, which includes:

- Large point of sale and window stickers
- Small "free Wi-Fi" stickers
- Log-in guide poster

Where will Team WiFi work?

The only requirement to use Team WiFi is a live Internet connection and power, so you can use it in your premises, outside event and even on the bus.

Will I need support to configure my Team WiFi unit?

We appreciate that you are busy so we will pre-configure everything for you, meaning that Team WiFi is a true "plug and play" solution. If you ever need something to be changed or simply have a question just contact us and we will be happy to help.

Will I need support to plug in my Team WiFi unit?

Team WiFi is so easy to install, you should be up and running in 5 minutes. The unit just needs to be connected to a live Internet connection and power. If you would rather have someone install the unit for you please let us know.

How much does an access point cost?

The majority of customers use our standard unit, which costs just £19.99 + VAT per month. If you would like to discuss your requirements and venue then please get in touch so we can help you find the best solution.

How can I pay?

The initial payment can be taken by card over the phone with the monthly rental charges being taken by Direct Debit.

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Package Comparison Table

Options	Package 1	Package 2	Package 3
Branding			
Custom logo	•	•	•
Custom background			•
Landing page redirection	•	•	•
Log-in			
Facebook	•	•	•
– Force post on wall	•	•	•
Twitter	•	•	•
– Force tweet	•	•	•
Simple form	•	•	•
Text message			•
Voucher			•
Automatic re-login	•	•	•
Data and Analytics			
Analytics	•	•	•
Detailed analytics		•	•
Download customer data	•	•	•
Marketing			
Marketing pack	•	•	•
Manage email campaigns		•	•
Manage text campaigns			•
Manage adverts			•
Free welcome emails		500	2000
Free welcome texts			100
Security			
Additional private Wi-Fi channel	•	•	•
Time controlled access	•	•	•
Speed controlled access	•	•	•
Download controlled access	•	•	•
2010 Digital Economy Act Compliant	•	•	•
Setup (ex VAT)	**£99**	**£99**	**£99**
Unit rental per month (ex VAT)	**£19.99**	**£24.99**	**£34.99**
Additional unit per month (ex VAT)	£10	£12	£15

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