

Snow Factor, Ice Factor and Bar Varia



The group were experiencing a high volume of customers and wanted to capture the data to use for future marketing campaigns

“ Smarter WiFi is now key to our data capture strategy. We have experienced a considerable increase in our email database each month since install.”

Lynn Aitchison, Group Marketing Manager

Customers at the three venues now log in to the WiFi through a branded landing page, improving the brand recognition and making it a seamless experience for the end user.

Challenge

The group is made up of three venues in Scotland; Ice Factor, Snow Factor and Bar Varia. They have an indoor climbing wall, two indoor ice climbing walls, an indoor ski slope, Restaurant and bar. All three venues were experiencing a high volume of customers using their services and Lynn Aitchison, the Group Marketing Manager, realised they were missing a huge opportunity.

Lynn knew that they needed to capture the data of the visitors in order to market to them in the future. How could she get the data of a large number of those customers without affecting their experience? She was busy investigating data capture methods when she received some information from Smarter WiFi, it was perfect timing.

A Smarter WiFi Business Manager explained the features and benefits of the system to Lynn and offered her a free trial so she could see it working for herself.

Solution

A router was dispatched to the Ice Factor venue. The setup and branding had already been done by a Smarter WiFi representative; all Lynn had to do was plug the router into her existing WiFi router.

Smarter WiFi liaised with Lynn to make changes to the branded log in page and the Ice Factor was ready to capture data.

Customers had the option to log in through social media or fill in a simple form. It was seamless login thereafter; simply return to the premises and they connected automatically. The Ice Factor captured the data of over 200 customers in the trial month.

It had been a very successful trial in terms of data, but there was also a noticeable increase in social media likes. Customers are encouraged to Like or Follow if they log in through the social media option.

The system had certainly proved its worth and Lynn was keen to continue using Smarter WiFi.

The Future

Once the trial was over, a further two routers were sent to the remaining venues in the group; Snow Factor and Bar Varia. The group has now been using Smarter WiFi technology for 6 months. They receive a large amount of footfall which is reflected in their data numbers. To date they have captured the information of over 6,700 customers.

A dedicated Account Manager was assigned to the group and has been in touch with Lynn and some of her colleagues throughout their time with Smarter WiFi. Smarter WiFi always make sure someone is available if a customer has any questions or needs any support, and the Snow Factor group has been no different.

The Snow Factor continues to be a huge success in amounts of data captured. They export all their data from the Smarter WiFi portal into their database to use for future email marketing. Smarter WiFi will continue to work with Lynn to make sure this success continues.