



The Old Inn is a traditional country pub in the heart of the village Holt, situated in the historical county of Dorset.

“Smarter WiFi generated us double the amount of reviews in the first few months. Working with them has been able to allow us to send executive marketing campaigns to all of our customers”

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Old Inn Manager

Customers at the venue now log in to the WiFi through a branded login page, allowing The Old Inn to capture important data and use this for marketing and increasing profits.

Challenge

The Old Inn was introduced to us here at Smarter WiFi through one of our partners. We are a preferred supplier for Hall and Woodhouse pubs and are included in many of their supplier portals and ongoing newsletters.

Prior to February 2017, The Old Inn Holt had no guest WiFi solution in place but their management team recognised that most customers now expect WiFi when eating out.

The main selling point that caught the attention of The Old Inn was the range of our many benefits here at Smarter WiFi. The benefits range from helping customers with social WiFi login, to helping the business gain more advertising and increased reviews!

The Old Inn wanted to ensure customer data was captured throughout the whole of their site so 2 access points were installed; one for the main restaurant and one for the outside dining area.

Solution

To ensure our system worked effectively within their site we worked closely with a partner to ensure optimum coverage was given throughout the pub.

We also helped The Old Inn to change their internet suppliers through another of our company partners. Creating these relationships helped us to ensure all of The Old Inn's needs were met and we could provide solutions for all their business problems.

Customers can log in to the WiFi through social media channels Twitter, Facebook, Instagram or use a quick and simple registration form. This seamless social WiFi ensures customers' journeys are smooth and positive.

The Old Inn has collected over 3600 users since becoming a customer of Smarter WiFi. They also utilise our TripAdvisor integration which has provided them with many 5* reviews. From April to June 2019 all of the reviews collected in partnership with Smarter WiFi were 5*!

The Future

The Old Inn Holt has been working with our marketing team here at Smarter WiFi to produce email campaigns to send to all customers. Their email campaigns vary from Charity pub quiz's to live band nights. With the help of the Smarter WiFi's marketing team their latest email has reached over 4700 users.

Establishing relationships with our marketing team ensures The Old Inn's needs are considered at all stages.

The Old Inn continues to receive important and GDPR compliant data from customers, including email, birthday, name and many more!

The Old Inn is a great customer of Smarter WiFi and continues to utilise all of our online features.

Here at Smarter WiFi we are looking forward to continuing our relationship with The Old Inn and other Hall and Woodhouse chains.