

Smarter WiFi Customer Case Study



The brand, originally formed in 2008, sought the services of Purple and Smarter WiFi to install a guest WiFi solution that captures detailed analytics about their diners.

“The WiFi analytics solution offered by Smarter WiFi and Purple allowed us to not only execute campaigns, but also to expand the campaigns reach and overall success.”
Jordan Tew, Digital Marketing Manager

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Customers at the 22 venues now log in to the WiFi through a branded login page, improving the brand recognition and making it a smooth customer experience

Challenge

Prior to September 2015, Wok & Go had no guest WiFi solution in place but their management team recognised that most diners now expect WiFi when eating out. Following the refurb of a number of outlets throughout 2016, the firm was keen to implement a seamless guest WiFi service for visitors whilst allowing their head office team to gather customer data and insights.

Wok & Go needed one stable solution that would allow them to collect data from those people who were actually visiting and eating at their restaurants. They wanted more than just email addresses; they wanted demographic data about as many of their diners as possible which would support the delivery of meaningful, targeted campaigns to both regular and disengaged customers.

Solution

Purple's WiFi and analytics solution was installed by Smarter WiFi using TP Link hardware, with access points located in every branch. Each site is small to medium in size, which meant that the Smarter WiFi team was able to implement the whole package at 17 branches across a three-day period.

Smarter WiFi liaised with Wok&Go to create the branded log in page which would be seen by customers when they login.

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. In the first three months, the number of people accessing the WiFi in their restaurants had increased by 186% and the number of new customers has been consistent ever since.

The system had certainly proved its worth and Wok & Go were excited to see the potential of their social WiFi.

The Future

Smarter WiFi have worked alongside Wok & Go to make sure they have been successful in achieving their initial objectives. An Account Manager was assigned to work with the marketing team at Wok & Go from the start of the contract to make sure any training, marketing support and technical support was on hand. A regular conference call and site visit plan was established at the beginning of the contract to ensure Wok & Go were taking full advantage of the portal features and to discuss any other queries.

Wok & Go is still continuing to be a huge success with Smarter WiFi. They went on to use out SMS platforms which allowed marketing campaigns to be text out to over 200 customers in Manchester.

During one campaign, in November 2018, Wok & Go collected the records of over 250 new customers.