

## Smarter WiFi Customer Case Study



Domino's sought the services of Smarter WiFi to install a guest WiFi solution that compliantly captured customer data in order to promote their products and deals.

“Domino's has been a pleasure to work with! Smarter WiFi has been helping them gain insight into what guest WiFi can offer. Through using this WiFi solution Domino's can re-engage with customers effectively and promote their offers.”  
Paul Edkins- Managing Director of Smarter WiFi

Customers at the Domino's venues now log in to the WiFi through a branded login page, allowing customers to use social media logins and reengage with Domino's.

### Challenge

Domino's Franchises were referred to Smarter WiFi by one of our loyal customers. They recognised the global demand for free guest WiFi in stores and wanted to provide this to their customers.

Domino's are the UK's largest pizza chain. They provide hundreds of different food options appealing to the masses of the UK. So providing a beneficial guest WiFi platform would need to attract Domino's head offices and their marketing department. This consisted of creating terms and conditions that suited the needs of Domino's franchises.

Domino's 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. They also wanted to engage with customers through SMS platforms to directly target customers and provide promotional material.

### Solution

Domino's signed a rolling contract with Smarter WiFi covering their North West region sites.

The cloud software was installed over each sites existing WiFi infrastructure. This allowed them to offer a branded login page, consistent with Domino's brand identity and pushing their world famous logo.

Customers had the option to log in through social media site Facebook or fill in a simple form. After customers login they are redirected to the Domino's website allowing the pizza brand to advertise offers and promotions prior to customers placing an order. This seamless login allows the customer experience to be as simple as possible, providing a service that is considerate of consumer needs.

The system had certainly proved its worth in Domino's stores and both Smarter WiFi and Domino's are excited to see the potential of their social WiFi.

### The Future

Since the installation just 3 months ago, Domino's have seen close to 5000 total visits, and over 2500 customers connect to their in-store WiFi.

Domino's have plans to roll out our social WiFi in more of their stores across the country, providing more customers with seamless logins and capturing more data.

Domino's have plans to integrate their data capture with Twilio, a SMS distribution platform. This will allow them to text their customers with promotional deals and engage them with the business.

Domino's is still continuing to be a huge success using our guest WiFi, increasing their customer data and making use of our benefits. Here at Smarter WiFi we are looking forward to expanding our relationship with Domino's.