

Smarter WiFi
Customer Case Study

HORDER
HEALTHCARE



Horder Healthcare is a leading healthcare charity working across Sussex, delivering high quality care for both NHS and private patients.

“ Working with Horder has shown us that our system can be put to use in a variety of different organisations. We are working together with Horder Healthcare to ensure their needs are met at every step along the way. ”

Darren Green,
Sales Director Smarter WiFi

Horder Healthcare sought the services of Smarter WiFi as they wanted to introduce a system that provides customers with easy WiFi login and provides them with the necessary marketing tools to put their marketing strategy into place.

Challenge

Horder Healthcare sought the help from our online portal provider Purple. Purple are one of the world's leading technology companies that provides social WiFi, so Purple sent them to us to get them set up.

Here at Smarter WiFi we are renowned for our expertise in social WiFi and our excellent customer service.

WiFi is a great asset to healthcare organisations for many reasons and as an innovative company, Horder Healthcare recognised this.

Using a social WiFi system in their sites allows them to capture the data from their clients to send out important information via our email platform.

Horder were initially mostly interested in our marketing capabilities. With many plans in place for the future, they found our system was best suited to their needs.

Solution

Horder have 3 different sites, with a total of 97 access points. This was a large project for both us and Horder, but we managed to install our social WiFi infrastructure across all necessary points and adhere to Horder's specific needs.

Customers can now log in to the WiFi through a quick and simple registration form. This seamless login ensures members' journeys are as smooth as possible. This registration form also allows Horder to collect relevant and GDPR compliant customer data.

Once customers are logged in to Horder's free WiFi they will see an online page that says, 'You are now online.' This also gives their customers the opportunity to visit their website directly. This is a great way to welcome their customers and provide a clear link to their website if customers need it.

Horder are now able to put their marketing strategy to work and start sending out the promotional and informative emails they have planned.

The Future

In just over 6 months Horder have managed to capture the data of over 3500 guests. This is a huge figure and just goes to show how many people will use free WiFi. Using a social WiFi service has allowed Horder to capture this data and keep track of patient visits.

Using the portal, Horder can also gain analytics and reports based on their customers. They can see the most frequent visiting times, days and more. This can help with not only marketing strategies but waiting times and other important aspects of a healthcare site.

We have already increased the amount of access points from 41 to 97. This increase was to ensure the data of all clients is captured, WiFi strength is heightened and we keep our customers happy.

Horder Healthcare are a great customer of us here at Smarter WiFi and we are looking forward to continuing our relationship with them.