

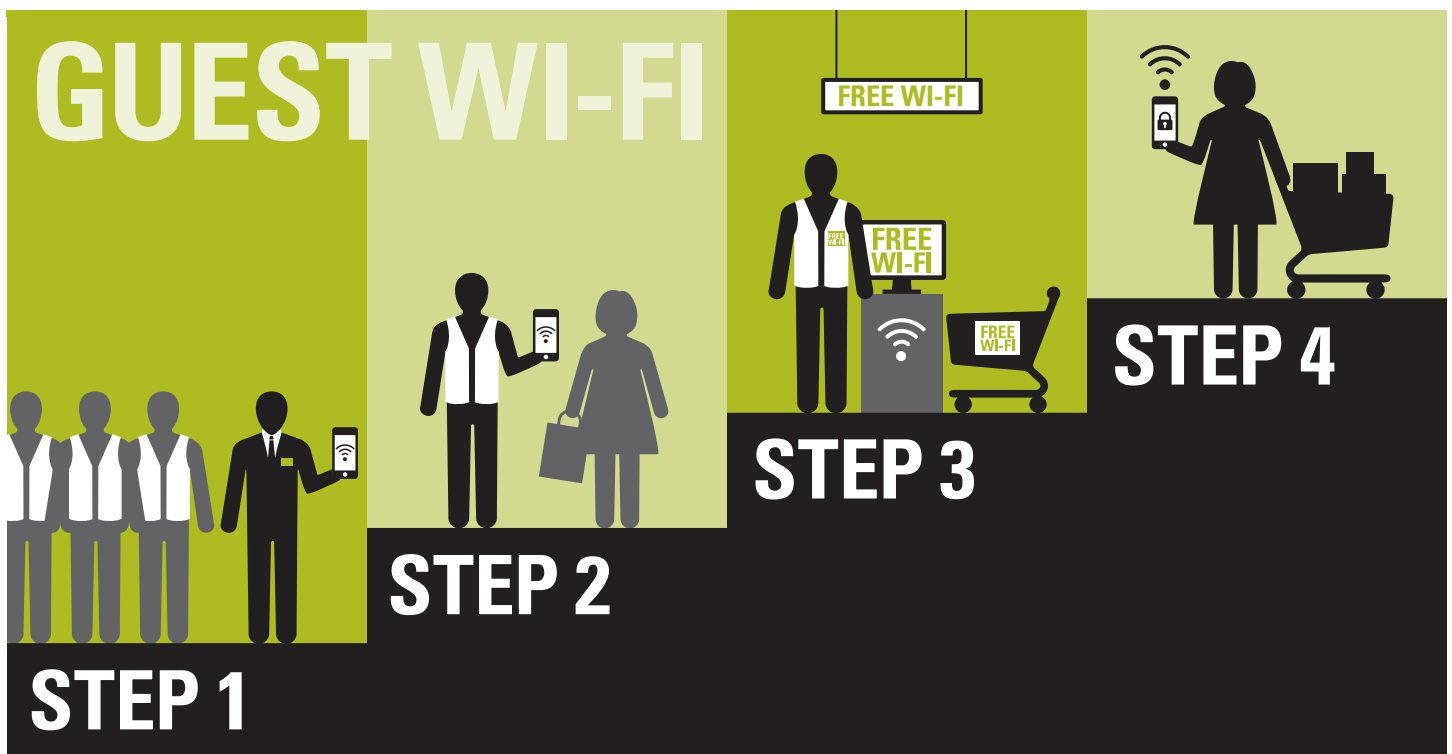


4 STEPS TO MAKE THE MOST OF YOUR GUEST WI-FI

If you're not on board with Guest Wi-Fi, chances are good you'll get left in the digital dust. Even if you have outfitted your store with it, you may not be executing on your original strategy or optimizing Wi-Fi's full potential. It's time to ask yourself "why did we install Wi-Fi?" and "how can we get the most value from it?"

More than a must-have amenity, Guest Wi-Fi is a critical piece of today's retail equation. It is a perk your customers expect and a tool, that when combined with back end systems, supports applications that will ultimately make your omnichannel strategy a reality.

Guest Wi-Fi also gives you access to a powerful new tool for capturing data about your target audience. You gain valuable information about each shopper's behavior, purchasing patterns and store location preference. You can mine these rich analytics to build loyalty, develop relationship programs, adjust product mixes, and personalize engagement.



WHY IT'S TIME TO OPTIMIZE GUEST WI-FI OR GET LEFT BEHIND

USE WI-FI TO WIN MORE CUSTOMERS

Spotty cellular coverage in stores plus the loss of unlimited data packages on smartphones are presenting a prime opportunity to engage customers with free Wi-Fi. As more consumers jump online, retailers are taking a closer look at how Guest Wi-Fi can become an integral part of an exceptional shopping experience in their stores.

Shoppers, too, are willing to tap into Wi-Fi if it can enhance their retail experience. Eighty percent say the availability of free Wi-Fi influences where they shop.¹ Nine out of 10 use their phones as a "search engine" as they walk the aisles of brick-and-mortar stores. They compare prices, read customer reviews, hunt for coupons and other deals they can use at a store's physical location.²

Although 94 percent of consumers felt their in-store shopping experience was easy, nearly 50 percent believe the best way to improve their shopping experience is with a better integration of in-store, online and mobile channels.³ Without a doubt, there's plenty of room for retailers to ratchet up their omnichannel strategy by leveraging the power of Wi-Fi.

SHOPPERS USE MOBILE PHONES MOST IN-STORE TO

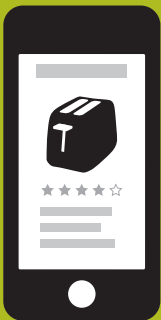
BROWSE ONLINE WEBSITES FOR PRODUCTS

CHECK FOR SALES, SPECIALS OR COUPONS

ACCESS MOBILE COUPONS

LOOK UP INFORMATION

SEARCH FOR COMPETITIVE PRICING⁴



6 IN 10

CONSUMERS USE THEIR MOBILE PHONES FOR ASSISTANCE OR GUIDANCE IN STORES⁵



61%

HAVE A BETTER OPINION OF BRANDS WHEN THEY OFFER A GOOD MOBILE EXPERIENCE⁶


WHAT TO CONSIDER TO GET CONSUMERS TO EMBRACE IN-STORE WI-FI

As Wi-Fi proliferates and shoppers expect nothing less than convenient access and easy engagement, it creates a series of questions for brick-and-mortar retailers.


EMPLOYEES	How do you make sure your employees are excited and invested in educating customers about your Guest Wi-Fi?
CUSTOMERS	How do you make your customers aware of Guest Wi-Fi? Encourage them to try it and use it? Capitalize on the convenience and ubiquity of mobile phones to improve their shopping experience?
TOOLS	What types of tools are easy to implement and most effective? How do you tie in Wi-Fi to other technologies – such as QR codes, bar codes and SMS – to create more opportunities for discovery and engagement?
ACCESS	What is the best way to address opt-in and privacy concerns? Who should handle issues that arise, such as the ease of logging in?



ALMOST 40% OF SHOPPERS USE IN-STORE WI-FI TO BROWSE THE RETAILER'S WEBSITE



NEARLY 50% LOOK FOR DEALS, COUPONS AND OFFERS ONLINE TO USE IN-STORE⁷



46% BUY PRODUCTS IN-STORE AFTER USING A MOBILE DEVICE TO RESEARCH THEM⁸

HOW TO CREATE WHAT THEY WANT MOST A SEAMLESS SHOPPING EXPERIENCE

Mobile connectivity is reshaping the way consumers shop and retailers engage. Almost 40 percent of shoppers use in-store Wi-Fi to browse the retailer's own website. Nearly 50 percent look for deals, coupons and offers online that they can use in store while shopping. And 46 percent purchase products in-store after using a mobile device to research them – an 11-point increase from the previous year.

Savvy retailers are taking stock of what they are providing in their stores and strategizing on how it can be improved. For example, since Wi-Fi provides valuable data about searches being done in the aisles, retailers

might decide to offer shoppers real-time incentives on a popular item. Or use QR codes and SMS opt-ins to entice shoppers and extend their experience. Or create log-in pages with links that push their brand's own mobile efforts so shoppers visit their site first.

Because more and more consumers expect free Wi-Fi where they shop, retailers who make it part of their overall retail experience benefit most. Bottom line – the experience is everything to shoppers, and providing a seamless and personalized experience using Wi-Fi can translate to more transactions and greater revenues.

The four powerful steps on the following pages are your pathway to success. They'll help you get the most value out of your Guest Wi-Fi by describing what you can do to attract more shoppers – and ultimately turn opportunities into engagements, and interactions into transactions.

You'll learn how to train your employees, motivate shoppers to sign up for and try out your Wi-Fi, create and deploy simple multimedia tools, and address privacy and security issues.

STEP 1 EXCITE AND EDUCATE EMPLOYEES TO "BUY IN" TO GUEST WI-FI

Before shoppers armed with smartphones march through your door, it is essential to ensure that your sales associates are comfortable with Guest Wi-Fi. You want your employees to understand and promote the use of Guest Wi-Fi so it is quickly and effortlessly adopted by your customers.

INFORM YOUR STAFF SO THEY CAN INFORM YOUR SHOPPERS

INVITE AND EXCITE EMPLOYEES TO UNDERSTAND GUEST WI-FI.

Show them why it is an important sales tool and an invaluable sales channel. Explain how customers expect sales associates to deliver increasingly sophisticated experiences in store, whether it is helping customers with self-service or providing immediate access in areas of the store where cell coverage is weak.

PROVIDE EASY-TO-UNDERSTAND INFORMATION ON HOW TO USE IT.

Make it simple for your employees to instruct shoppers on Guest Wi-Fi. This includes providing the service set identifier (SSID) or password for accessing your Wi-Fi as well as help desk numbers. You want shoppers to be able to log on and opt-in fast and sales associates to stay focused on their tasks.

REVIEW AND REMIND THEM OF IMPORTANT BENEFITS FOR CUSTOMERS.

The benefits to shoppers are plentiful. Explain to employees that higher data access speeds enable richer content in your store. Not only will

shoppers gain better coverage in places where cell phone service is poor or non-existent, free Wi-Fi won't eat up their monthly data plans. Plus, they'll enjoy automatic login and a truly personalized experience once they sign up.

TEST IT OUT WITH YOUR TOUGHEST CRITICS.

Ask your employees for their honest appraisal. Have them test and experience your Wi-Fi by logging on in your store and navigating through as if they were a customer for a test period. Encourage employee feedback to make sure they are comfortable with the technology and confident in the process.

INCENTIVIZE STAFF TO TALK ABOUT WI-FI TO SHOPPERS.

Incentives can be instrumental in grabbing your employees' attention and transforming it into action. Competitions to encourage Wi-Fi use or gain feedback from employees can be especially effective. For example, sponsor a store-to-store competition on how many shoppers logged in during a specific timeframe. Or hold an employee contest on how many associates "Got caught talking Wi-Fi."

EQUIP EMPLOYEES WITH A SHORT GREETING TO ENCOURAGE WI-FI USE WITH SHOPPERS



AT THE ENTRANCE	"HAVE YOU HEARD ABOUT OUR FREE WI-FI? YOU CAN USE IT FOR OFFERS, INFORMATION AND DEALS IN OUR STORE."
ON THE FLOOR	"HAVE YOU HEARD ABOUT OUR FREE WI-FI? YOU CAN USE IT TO FIND ALL THE PRODUCT INFORMATION YOU NEED AS YOU SHOP."
AT CHECK-OUT	"DID YOU USE OUR FREE WI-FI WHEN YOU SHOPPED TODAY?"

STEP 2 MOTIVATE SHOPPERS TO TRY GUEST WI-FI, EARLY AND OFTEN

You are well on your way to making your employees powerful promoters of Guest Wi-Fi. How do you engage shoppers and motivate them to try it next? Especially since they are already using their smartphones and tablets as an integrated part of the retail experience.

DELIVER TARGETED INCENTIVES

OFFER HIGH VALUE E-INCENTIVES FOR CUSTOMERS SUCH AS DOLLARS-OFF PURCHASE OR A GENEROUS NUMBER OF LOYALTY POINTS EACH TIME THEY LOG ON.

SEND DISCOUNTS OR COUPONS WHILE THEY SHOP. A CUSTOMER IN THE HOME AND GARDEN SECTION COULD BE SENT A COUPON FOR A NEW PATIO SET OR GAS GRILL.

GIVE SHOPPERS ADDITIONAL REWARDS WHEN THEY FOLLOW A SPECIFIC ACTION, SUCH AS CHECKING IN AT THE STORE.

INCENTIVES DON'T HAVE TO BE MONETARY, BUT THEY DO HAVE TO BE ATTRACTIVE TO THE CONSUMER.

CREATE A UNIQUE EXPERIENCE

- Distribute unique, rich media content only available in your store, such as a brand-specific video.
- Present information that can only be viewed via QR code next to a product.
- Offer rewards that can only be achieved in the store; require in-store only rewards to be tied to the use of your Wi-Fi network.
- Set up a game or treasure hunt which only works on your Wi-Fi and ties into other experiences in your store.
- Run daily store-specific promotions and specials.
- While there are many options, tailor each to reflect your brand and the experience you offer shoppers.

Getting shoppers to try your Wi-Fi and creating a memorable experience is a win-win. Shoppers benefit from exclusive offers as they walk down the aisle and you benefit from capturing important information and tracking their behavior for future sales and marketing efforts.

The data you gather is a gold mine. It can show you the numbers of consumers who are buying online in your store using their smartphones and the number who have left the store without making a purchase. You can pinpoint which sections of the store are heavily trafficked and which products get the most views on your mobile site. And you can see how many shoppers viewed competitive websites within your walls.



**ALMOST
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OF SHOPPERS
SAY THEY
ARE OKAY
WITH A
RETAILER
SENDING A
TEXT MESSAGE
OR EMAIL
WHILE THEY ARE
BROWSING IN-STORE
ON GUEST WI-FI⁹**

STEP 3 USE MULTIMEDIA TOOLS TO ATTRACT AND ENGAGE CUSTOMERS

How do you make Guest Wi-Fi most effective? What are the most successful methods of promotion to get customers to sign up? Simple multimedia tools can help you engage shoppers and keep them in the store longer – whether it’s a short email to an account holder or a QR code they scan in your store.

WINDOW CLINGS



Place a window cling on the front door that signals you have free Wi-Fi. This simple announcement notifies customers the moment they walk up to your store.

TIPS: Keep the message simple and clearly indicate your store has “FREE Wi-Fi HERE” or is a “FREE Wi-Fi ZONE”. Include a help number and/or indicate the network SSID if you are in a concentrated area with many Wi-Fi networks.

BUTTONS AND NAMETAGS



Have associates wear a button, a ribbon attached to their name tag or even a special shirt or cap that says “Ask Me About Free Wi-Fi”.

TIPS: Keep the button for at least a month to provide visibility as they interact with shoppers. Make sure employees are trained so they can respond to questions and encourage Wi-Fi use.

ON-SHELF SIGNAGE, IN-STORE SIGNAGE AND HANDOUTS



Use and repurpose a variety of point-of-sale to make shoppers aware of free Wi-Fi. Place signage in high traffic areas in your store and at check-out. Offer handouts at checkout. Or print a line on the bottom of the receipt and on your shopping bags about free Wi-Fi.

TIPS: Keep the button for at least a month to provide visibility as they interact with shoppers. Make sure employees are trained so they can respond to questions and encourage Wi-Fi use.

WEBSITE AND SOCIAL MEDIA



To attract the broadest range of customers – including avid smartphone users – post a message about free Wi-Fi on your website and social media pages. Be sure opt-in and privacy information is clear and convenient.

TIPS: Designate a space to hold this information long term. Place periodic banners on your home page to remind and incentivize shoppers to use Wi-Fi in the store. Have FAQs here about opt-in, privacy, security and help desk.

CIRCULARS, DIRECT MAIL AND BILL INSERTS



Promote free Wi-Fi in your collateral in a simple, but impactful way to increase shopper awareness during the time they are planning their shopping trip. Feature a prominent QR code for automatic on boarding.

TIPS: Use a special section, banner, sidebar or box on your existing materials or develop a small insert to accompany customer bills.

TV AND YOUTUBE



Demonstrate how easy it is to use your in-store Wi-Fi and highlight the benefits with a video that builds awareness and trust. Use digital signage or a QR code in-store to demonstrate how easy it is to sign up and use Guest Wi-Fi. Link the QR code to a short “how to” video.

TIPS: Make the instructional video short and easy-to-understand – for example, “Here’s how to shop at our store using mobile codes.” Provide a link to your website for more information.

STEP 4 ENSURE CLEAR OPT-IN AND PRIVACY FOR CONNECTED SHOPPERS

Make sure your customers understand that you are as serious about guarding their privacy as you are about gathering their information. When you offer Guest Wi-Fi, let them know your network is secure and the information stays within your store.

GUEST WI-FI PRIVACY

Present a clear, simple process to shoppers with a secure authentication tools and procedures.

Make registration easy and streamline their access. It's ideal for your enterprise and for automatic reconnection when they re-enter your store. Set up automatic on boarding and a welcome back page as options to create a personalized shopping experience. The benefit will be immediate – for your store and for your shoppers.

Implement your own privacy policies and opt-in process, so you have complete control and ownership of the data recorded in your store.

Strike the right balance with their privacy concerns, opting in or not, the appropriate use of data and the amount of interaction you anticipate with them.

Be upfront and transparent in letting them know how you will use their purchasing behavior to create personalized offers and programs for them. Offer examples of how they can benefit from this savvier relationship. If you provide value, you will get acceptance.

Ensure fast access and helpful support for shoppers. Clearly communicate how you will address any issues that arise – whether it's difficulty logging in or a special number for technical assistance.

Establish a system for managing and policing Guest Wi-Fi to prevent unauthorized use, malware, etc.

USE GUEST WI-FI TO BECOME THEIR GO-TO STORE

"If you build it, they will come" doesn't necessarily apply to Wi-Fi. You may have installed and deployed a great Wi-Fi network, but you can't assume your customers will use it. That's why the following four steps we've outlined in this paper can make all the difference:

1. Show employees how to inform shoppers
2. Motivate shoppers to sign up for and try out your Wi-Fi
3. Deploy easy-to-understand multimedia tools
4. Address privacy and security concerns upfront

Using Guest Wi-Fi wisely enriches the experience for shoppers while they're in your aisles. It gives them more control of the experience and keeps them in your store longer. It addresses their appetite for access and

for socializing the process on Twitter, Instagram, Facebook and Pinterest among others.

Guest Wi-Fi keeps shoppers engaged in your environment and connected to your brand. By encouraging them to take advantage of in-store access, it enables you to deliver a more personalized experience in your brick-and-mortar environment.

Once shoppers are on the network and engaged in an ongoing relationship, Guest Wi-Fi allows you to observe and learn from their behavior. Data in conjunction with analytics tools can help you be more agile and responsive – assigning product mixes, personalizing marketing and promotional efforts and rapidly adapting to market trends.

WHITE PAPER

4 STEPS TO MAKE THE MOST OF YOUR GUEST WI-FI



PARTNER WITH THE RIGHT RETAIL EXPERTS

It is essential to work with the right partner who understands both the practical aspects of Guest Wi-Fi technology and the opportunities of retail analytics. If you have implemented Wi-Fi, you owe it to your business to get the most value from it.

Motorola has the expertise to help you roll out your initiatives and reinvent mobile shopping. Our mobility experts can help you execute your omnichannel strategy and make the retail experience meaningful and successful for your customers. Together, we can turn smartphone-toting browsers into transaction-building buyers.

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For more information on how to make the most of your Guest Wi-Fi, visit motorolasolutions.com/retail.

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