Grow your business with Frontier® Simply Wi-Fi Secure

Bolster your marketing. Improve customer experience. Drive more revenue.

Frontier
BUSINESS™

Background

Frontier Simply Wi-Fi Secure provides enterprise grade analytics for your business. Powered by an advanced wireless access point, you get visibility into a wide range of information about your Wi-Fi network and your connected visitors:

- Bandwidth usage
- Access point usage
- Channel utilization
- Connectivity / uptime
- Number of visitors
- Number of connections

- Capture rate
- Device type by manufacturer
- Type of OS
- Clients per day
- Top clients
- Length of visitor stay

- Application usage
- Passerby traffic
- Median length of visit
- Loyalty
- Repeat visitor rate
- Heat map

Information is wonderful. Knowing how to interpret that information and apply it to help you grow your business, that's where the real value is found. Read on to learn three powerful ideas that help you bolster your marketing, improve your customer experience and drive more revenues.

Come on in!

Study the **passerby traffic** in the vicinity of your store and examine your capture rate. How many potential customers walk right past your store every day? Honestly, most of us have no clue about the volume of passerby traffic near our store. But wouldn't it be cool to know that – and the percentage of those who do step inside? That's called your **capture rate.** Even cooler is the fact that Frontier Simply Wi-Fi Secure keeps track of both numbers for you. Don't worry about turnstiles and counters or clickers. All you need to do is open up our App and take a look.

Suppose the analytics show your current conditions to be as follows:

- 5,000 passerby traffic on average day
- Capture rate is approximately 2%

At a high level, we see that two out of every 100 people who pass by your store actually step inside. This translates into 100 customers per day visiting your store. What might you do to entice more of those 5,000 people to come inside? Could you increase the percentage to 3%? If so, that would equate to 50 extra visitors per day. There's a worthy goal – and one that could certainly boost your revenues!

Next, let's consider what new tactics might boost your store's capture rate. Maybe it's a sidewalk sign… or some eye-catching sidewalk chalk art. Perhaps a sign spinner or a door prize would entice folks to enter. If that's not your style, then evaluate if it's time for a new awning or some new lighting on your façade. Choose your tactics, launch one or more changes and keep tabs on your analytics to look for an increase in your Capture Rate. With Frontier Simply Wi-Fi Secure, it's as easy as opening up our convenient app to view your pertinent numbers in real time. Or, alternatively, have your numbers sent weekly to your preferred email.

Improve Capture Rate
Utilize door-buster tactics to capture more passerby traffic in the vicinity of your store. Additionally, you can use a Wi-Fi splash page to amplify your offer. Use our powerful analytics to gauge the impact of your strategy.

Stay… just a little bit longer

Study the length of time customers stay in your store. In most cases, the longer a customer stays in your store, the more they will purchase. However, in some cases, an uptick in the **length of customer visit** might indicate a problem: perhaps the customer can't find what they're looking for? Maybe they had to wait longer for assistance… to check out… or to get access to a dressing room. You know your business – and chances are you know if you want your customers to stay longer, or not.

What's the average duration your visitors stay in your store? If you don't have solid visibility into this statistic, don't worry about getting out a stopwatch and a clipboard. Instead, open up our easy-to-use app and take a look. With Frontier Simply Wi-Fi Secure, we measure this important parameter for you. Let's take a look.
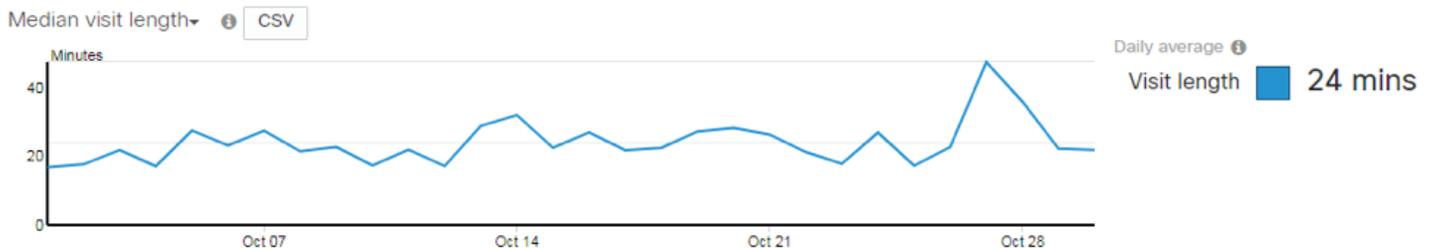
Easy to see from the analytics dashboard or app, your average customer visit is trending around 24 minutes. That's your benchmark today. Let's further assume your objective is to entice your customer to stay longer. If you could get your customer to stay 25% longer, that would equate to a goal of 30 minutes. Now you have a goal!

What sort of tactics might you deploy to encourage such behavior? And what impact might that have on your sales/revenues? If that strategy equates to additional sales, let's get started on some marketing tactics to drive such behavior. Maybe that looks like a "refill offer" or a discount on dessert. Present that offer to your customers, perhaps on table tents or other in-store signage. Be sure to use your customized splash page with Frontier Simply Wi-Fi Secure to amplify your special offer. Then, check your Median Length of Visit to look for an uptick to validate the success of your tactics. With Frontier Simply Wi-Fi Secure, you can **see** the impact right away. If your tactic is not creating the desired effect after a day or two, you have the data to inform your decision-making and the freedom to try something new quickly.

Increase Length of Stay

Consider special in-store offers to encourage customers to stay longer – and purchase more. Utilize a customized splash page to amplify your offer. Powerful, simple-to-use analytics enable you to quickly gauge the impact of your strategy.

Please come back again!

Study your mix of customers and see if you are attracting **return visitors** who become loyal customers. What's the old adage: it takes five times the resources to get a new customer as it does to keep an existing customer? The majority of businesses thrive on repeat business and customer loyalty. They go to great lengths to cultivate and earn it. The challenge is that many businesses, especially those in retail and hospitality, lack the data and visibility to identify a returning visitor from a newbie.

If you don't know the current mix of new versus returning visitors, that's okay. Frontier Simply Wi-Fi Secure has the power to help you see and monitor your customer loyalty. It's as simple as opening up our app and taking a look at your analytics.
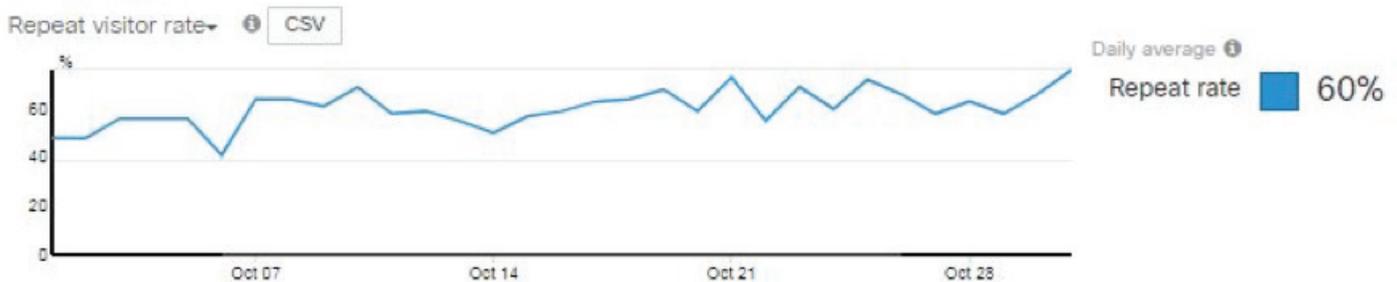
Let's say your **returning visitor rate** is trending at about 60%. Record that as your benchmark today. How powerful and beneficial for your store might it be to have a customer mix where 2 out of 3 visitors who walk through your front door were loyal, returning customers? So let's set that as your goal: 66% returning visitors.

Cultivate Visitor Loyalty

Repeat business from customers can be a goldmine for many businesses. Spin up a special offer to reward your repeat customers. Post it in your store AND on your splash page. Use our powerful analytics to see your Repeat Visitor Rate and manage your marketing to accomplish your goal.

Call 1.888.522.4628
or visit frontier.com/simplywifi
to learn more and get started.

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