

# Scalable WiFi for small retailers and hospitality.

## Vox Wifi Retail Lite

Vox WiFi Retail Lite provides a secure and easy to use marketing system based on Guest WiFi access.

- Scalable to any size venue and easy to deploy
- Compatible with any last mile
- Secure and easy onboarding for customers
- Stay connected with your customers
- Customise guest WiFi to your needs
- Easy to run targeted marketing campaigns

### Product overview

Vox WiFi Retail Lite is an affordable Guest WiFi Solution providing easy access to the internet while you collect important information about your customers. Allowing you to keep the conversation going even after they have left your venue. The service is managed from a cloud-based, centralised environment which reduces costs to deliver the service. We provide a highly scalable solution with support to allow

connections from WiFi CCTV cameras, POS tablets and any other device or application you may be using in your business today or the near future. Vox WiFi Retail Lite provides a fully managed scoping and implementation process with centralised control of your WiFi infrastructure. We bring cost-effective, user-friendly WiFi to you and your customers.

### How it works



Visit us at [vox.co.za](https://vox.co.za)



## Features and benefits

### Scalable from 1-500 Users

Multifunctional and affordable 802.11 n/ac dual band wireless Access Points maximise mobile device performance in medium and high-density WiFi environments. Multiple SSIDs per AP differentiate customers, staff and any other device thereby securing and protecting sensitive information.

### Branded Captive Portals

Vox WiFi Retail Lite provides a wide range of options for designing branded captive portals (splash pages). Vox will build a landing page for you based on a list of basic elements like:

- Images
- Videos
- Text editor
- Image slider
- Social media logins

### Networks

Customers can have as many networks as needed for different scenarios, each displaying a different landing page or for use by POS tablets and back office devices.

### Bandwidth Management

Multiple options are available to manage free access or even monetise the WiFi setup. This allows you to control the overall performance of your WiFi network, upload and download speed and bandwidth limits. Billing options include credit card billing, PayPal and prepaid/access codes, thus providing a high level of flexibility to venue owners for extracting revenue from customers.

### Insights and Analytics

Data can be collected from authenticated WiFi users (logged in on a captive portal) and all other devices with WiFi enabled within range of the access points. All data is presented in a Customer Dashboard in in graph format and can be exported or emailed from the dashboard.

### Marketing engine

The Marketing engine is a set of integrated functionalities used for communication with WiFi users leveraging data collected on the platform about users' profiles, behaviours, preferences and other custom information. Email and SMS campaigns, Questionnaires and Loyalty programs can all be built upon consultation.

## What are my options?

We offer a Basic and a Plus Customer Dashboard coupled with 5 coverage plans based on how big your venue is and how many users are expected to connect. All we need to provide you with quote is an idea of how big your venue is and how you would like to engage with your customers.

### Coverage Plans

Vox WiFi Retail Lite 1	1 WiFi AP, suitable for open plan areas up to 150 square meters and under 100 users
Vox WiFi Retail Lite 2	2 WiFi AP's, suitable for open plan areas up to 250 square meters and under 200 users
Vox WiFi Retail Lite 3	3 WiFi AP's, suitable for open plan areas up to 350 square meters and under 300 users
Vox WiFi Retail Lite 4	4 WiFi AP's, suitable for open plan areas up to 450 square meters and under 400 users
Vox WiFi Retail Lite 5	5 WiFi AP's, suitable for open plan areas up to 550 square meters and under 500 users

**For more information on complementary or alternative products, visit us at [vox.co.za](http://vox.co.za)**

New Business Sales JHB : +27 (0) 87 805 5050  
Consumer Support : +27 (0) 87 805 0530  
Business Support : +27 (0) 87 805 0500  
Email: [info@voxtelecom.co.za](mailto:info@voxtelecom.co.za)

