



Guest Wi-Fi Scalable for SMEs that bring connectivity to your guests

An affordable, easy-to-use solution that enables the provisioning of Internet access to guests, complete with analytics and powerful marketing capabilities

- Scalability: Start small and grow your solution as you need
- Branded Captive Portals: Raise your brand awareness with ease
- Multiple networks allow you to separate your business network from your Guest Wi-Fi
- Insights and analytics help you understand your guests better
- Bandwidth Management allows you to control the overall performance of your Wi-Fi network
- Improved marketing with direct client engagement

PRODUCT OVERVIEW

Vox Guest Wi-Fi is an affordable, world-class Wi-Fi solution providing easy access to the Internet for you and your customers. It includes the ability to better understand your customers using comprehensive analytics and a powerful Marketing Engine. Leverage the cost of your Wi-Fi for marketing purposes while keeping the conversation with customers going long after they've left.

Fully managed from a centralised, Cloud-based environment, this service reduces costs while delivering secure, user-friendly Wi-Fi. We provide a

scalable solution for the retail, entertainment, hospitality and manufacturing industries, with full support to allow connections for any Wi-Fi enabled device or application.

A comprehensive **scoping and implementation** process ensures you'll get the best solution to meet your needs.

A powerful Marketing Engine uses the variety of analytical information gathered from your guests to **run targeted campaigns to specific customers**, allowing direct engagement in real-time with clients, while the sale of advertising on your customer portal gives you the opportunity to earn extra revenue.

HOW IT WORKS

GUEST



COMPANY



FEATURES AND BENEFITS

• Scalability From One to Five Access Points

Multi-functional, affordable dual-band wireless Access Points maximise mobile device performance in medium and high-density Wi-Fi environments. Multiple SSIDs per Access Point differentiate customers, staff and any other device (thereby securing and protecting sensitive information). Your Guest Wi-Fi solution has the ability to grow with your business.

• Branded Captive Portals

Vox Guest Wi-Fi provides a wide range of options for designing branded captive portals (splash pages). Vox will help build a landing page for you based on a list of basic elements like:

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

• Multiple Networks

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

• Bandwidth Management

Multiple options are available to manage free access or even monetise the Wi-Fi setup. This allows you to control the overall performance of your Wi-Fi network and upload/download speed and bandwidth limits, providing a high level of flexibility to venue owners for generating additional income.

• Insights and Analytics

Data can be collected via authenticated Wi-Fi users logged in on a captive portal, or any Wi-Fi enabled device within a range of Access Points. All Data is presented on a Customer Dashboard in graph format and can be exported or emailed from the dashboard.

• Improved Marketing with Direct Client Engagement

The Marketing Engine is a set of integrated functionalities used for communication with Wi-Fi users, leveraging Data collected on the platform. This Data indicates users' profiles, behaviours, preferences and other customised information. Email and SMS campaigns, questionnaires and loyalty programmes can all be built on consultation. The Marketing Engine uses your guest Wi-Fi to generate revenue.

“ Customisable
branded captive portal
that helps you build your brand. ”

For more information on complementary or alternative products, visit us at vox.co.za

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