For Carrier & Service Providers

1 **How can GOCloudWIFI work for Carriers & Service Providers ?**

Carriers can grow their WiFi estate by offloading carrier data into local venue WiFi. Carriers & Service Providers can maximise

cloud solutions that can support any hardware, manage the network and deliver a great customer experience for consumers.

But more appealing to the Carriers & Service Providers is the opportunity to generate new revenue opportunities around

Social networking and Big Data Analytics. Forward thinking carriers and service providers are all looking to build a WiFi estate for the future; a

reseller partnership with GoCloudWIFI enables this. Carriers and Service Providers can achieve objectives of seamless data offload in light of

Hotspot 2.0. Carriers can also perform monitoring, management and remote troubleshooting of their estate via our management portal, while

in return, offering something very valuable back to hotspot venues.

2 **What is GOCloudWIFI?**

- Secure, legal, family friendly, in venue WiFi software
- Works with leading WiFi manufacturers
- Works with existing internet connectivity
- Cloud-based platform, geographically scalable
- Easy social or form based login with subsequent automatic reconnect

3 **What does GOCloudWIFI do?**

- Allows login via social networks or a short form
- Expands your social network presence quickly with Likes and Follows
- Captures customer data, including opted-in email addresses
- Provides family friendly content filtering, so you can rest easy
- Provides a branded service, including login page and landing page/s
- Hierarchical management and reporting from head office down to individual locations

*Right: Branded splash pages
for both full sized browsers,
tablets and mobile devices*

4 How can customers use GoCloudWIFI?

Splash page - The new splash page is now easier to customise than ever before. It's the first thing customers will see when they log in to the WiFi. The splash page can be personalised with your logo, company branding and current offers.

Actionable insight - The portal acts like Google Analytics for your venue. You will have access to detailed information about your customers, such as age, gender and dwell time. Armed with this information, you can target your marketing campaigns and make them much more effective.

Social media engagement - If customers log in to the WiFi using their social media accounts, they can opt to share a message (which can be set and changed by you) to their wider social network. This showcases your restaurant on all the major social media platforms and easy access to them through the WiFi solution will encourage customers to share their experience.

5 How can Carrier, Service Providers & Customers monetize GoCloudWIFI?

Personalised offers and e-shots - Access to real-time marketing information means that venue owners can send out personalised offers and vouchers to customers at specific times via an e-shot. Offers can even be triggered according to the number of times a person has visited the venue, so loyalty can be rewarded with a special discount. For example, restaurants could offer a bottle of wine on the house for frequent visitors or encourage them to try a new dish on the menu.

Sponsorship - Offering the opportunity to sponsor your WiFi and splash page is a great way to attract third party advertisers such as suppliers. You can create a range of different sponsorship packages concerning WiFi, from full branding on the splash page to specific offers at less busy times.

Improve overall Customer Experience – Venues can easily manage and offer free, family friendly and secure WiFi for their customers and encourage positive social media engagement. Customers prefer venues that offer free guest WiFi and are more likely to spend additional money when they stay longer.

Like to know more?

Please contact 1800 883 945,
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