For Restaurants and Cafes

GOCloudWIFI

1 How can GoCloudWiFi work for restaurants and cafes?

John takes his wife Helen out to celebrate their anniversary. They have booked a table for two at a favourite local restaurant. The restaurant offers free WiFi, so John quickly checks his social media accounts whilst they wait to be seated. They can even pre-order their meal from the bar using an app and browse through the new dishes that have been added to the menu. As the WiFi system recognises that John and Helen are regular visitors to the restaurant, the waiter brings out a complimentary bottle of house wine. John and Helen enjoy a delicious meal and receive an offer on drinks for their next visit, which prompts them to book a table there and then.

2 What is GoCloudWiFi?

- Secure, legal, family friendly, in store 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 restaurants and cafes use WiFi?

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 restaurant. 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 dining experience.

5 ## How can restaurants cafes monetize WiFi?

Personalised offers and e-shots - Access to real-time marketing information means that restaurants 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 restaurant, 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.

Easy booking and ordering - Using the WiFi, your customers can book a table whilst they are in the restaurant and even order their meal. This is a great way to ensure that service still runs smoothly at busy times. You could even send an e-shot with an early bird deal for your customer's next visit, encouraging them to book in advance before they leave.

Like to know more?

Please contact 1800 883 945,
email info@gocloudwifi.com, visit www.gocloudwifi.com