

RTS WiFi

Integrated solutions for retail



Your customers expect to be able to get online and marketing departments find demographics very useful - We have the solution to both.

RTS WiFi offers advanced wireless connections, along with a secure network for POS and Back Office systems. In-depth customer information collated from all of your sites is made available, on a powerful but simple to use online dashboard.



A variety of logon methods such as Social Media, email, and form based authentication make RTS WiFi simple and easy for guests to get connected. Portal pages can be customised to reflect your brand, with different pages on a per site, group or global level, giving maximum control over the way that your business is represented. In addition different landing pages can be presented to the user, post authentication based on their demographic, allowing promotions to be targeted to the correct groups.



RTS WiFi at work

Stonegate Pub Company use RTS WiFi across 500 locations in the UK. Having stable, easy to use WiFi is critical to the business model. In locations that cater to students, a good internet connection is especially important for daytime trade, where it has been proven to increase the length of time that customers stay in the venue, thus increasing spend and profit.

FEATURES OVERVIEW



FOOTFALL ANALYTICS

RTS-WiFi location services allow the business to see and compare footfall across single or multiple sites. Data can be captured even if the user doesn't logon to the network.



LAYERED CONTROL

Changes to the customer facing portals can be rapidly changed for promotions, surveys, advertising or other data capture. This can be managed site by site, grouped or globally.



COVERAGE & CAPACITY

Ensuring good coverage and capacity is at the forefront of RTS Wifi - we use leading technologies to ensure that the solution performs under all conditions.



SUPPORT

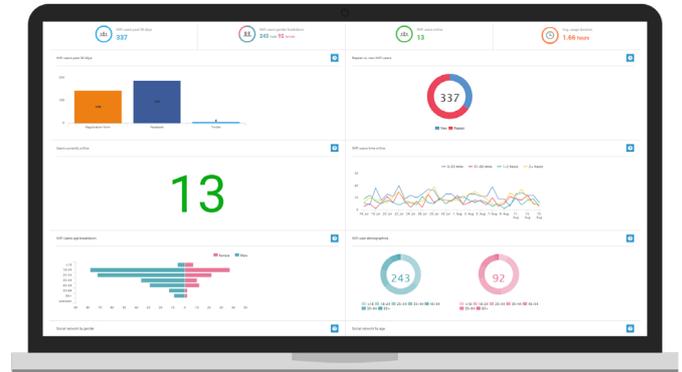
Core infrastructure is fully managed and proactively supported, our helpdesk is available from 8AM to 11PM, 7 days a week.





POWERFUL DEMOGRAPHICS INFORMATION, PRESENTED IN A SIMPLE DASHBOARD

Information collected via the portal is displayed in an easy to understand format, with insights into who customers are, how often they visit, how long they stay and how often they return. Footfall analytics show the number of devices within range of the store, without the need for then to authenticate to the guest network – if Wi-Fi is switched on within the client device then RTS WiFi can gather meaningful data.



Targeting marketing campaigns can be launched directly from the platform without the need for coding skills, specific demographics can be targeting with automated campaigns to a particular group of users, or user that for into a specific pattern. For example sending a voucher for a free coffee whenever a user has visited a site 5 times within two weeks, or sending a discount code for a meal of their birthday. Data feeds from the platform can also be pulled into existing CRM and marketing platforms for further analysis.

- RETAIL TECHNOLOGY SERVICES -



NETWORKS

With over 15 years' experience in running secure, highly resilient networks for our customers, we are an OFCOM accredited communications provider, able to offer private, public & hybrid solutions.



SECURITY

RTS have achieved the highest standard in information security and processes – ISO27001. Network security assessments, penetration testing, phishing risk evaluation are all part of our capability.



DATACENTRES

We run our own highly secure, highly resilient datacentres in multiple locations with multiple high-speed network connections ensuring that mission critical services are always available.



TELEPHONY

Standard PSTN lines to VoIP and call centre solutions, RTS provide innovative and cost effective telephony solutions. We also provide some of the best price SIP calling plans on the market.

