

Terra Mall revamps WiFi service with Fontech’s Professional Services and WiFi Service Management Platform



Introduction

Terra is a large mall, with over 2 million visitors a month and over 200 establishments, including shops, restaurants, and activity spaces. Since WiFi is a must-have amenity, Terra already has a guest WiFi solution.

A recent mystery shopping analysis revealed that the WiFi service provided by Terra was perceived to be disappointing, mainly due to the following:

1. An unfriendly login process that discouraged visitors from using the service
2. Low connection quality in certain spaces both in terms of speed and coverage

The Project

Terra partnered with Fontech for this project. Fontech’s Guest WiFi Solution includes all the functionalities required for meeting the goals of the project. Terra was also able to contract Fontech’s Professional Services to optimize their current WiFi service by leveraging their expertise to configure the service, select a CPE and design a captive portal.

Terra chose Ruckus access points because they were the perfect match for this highly dense space and are pre-integrated to work flawlessly with Fontech’s WSMP.

Thanks to WSMP’s hierarchical structure, Terra was able to group access points in order to tailor the experience for specific purposes within the mall. One segment was created so that visitors only have to log in with their email address or social media credentials, and connect to WiFi through a one-time, one-step process. The device automatically connects on subsequent visits.



Terra used the WSMP to create other segments to give a tailored guest WiFi service for specific establishments within the mall by customizing captive portals and rules for granting access (e.g. for free, on a paid-per-use basis, access duration, etc).

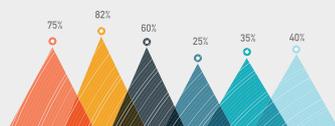
Thanks to WSMP’s Business Intelligence System, both Terra and its establishments have access to usage statistics for all hierarchy levels. They use this information to optimize the service and to offer special promotions. For example, Terra noticed that the largest amount of WiFi usage came from the restaurant area, so they started to promote specific food offers on the captive portal.

Next steps

Terra is planning to develop a big data initiative. The company will gather metrics using a variety of wireless sensors and devices including beacons, motion sensors, and counting systems, all of which will be connected through Terra’s WiFi network. These metrics, as well as

WSMP’s usage statistics, will be integrated to produce heat maps in order to better understand how people move around the mall. This information will provide retailers with enhanced visibility into the shopping journey.

Amount of visitors per week



Success conexions in the last hour

