

The Burgest now offers secure WiFi at all locations



Introduction

The Burgest is a fast food restaurant chain with 50 national and nearly 1,000 worldwide locations.

Over a decade ago, The Burgest was the first fast food chain to offer free WiFi in national locations. Connectivity was offered to anyone who bought a meal by simply handing out the WiFi password printed out on a ticket.

Unfortunately, this innovative strategy turned out to be problematic: someone used The Burgest WiFi to carry out criminal activities. After several months, The Burgest was not found liable for any charges, but the company was still involved in the legal investigation which generated

negative press, hassle, and associated expenses. As a result, The Burgest stopped offering free WiFi and, from that moment on, the chain's legal department and board were reluctant to start offering WiFi services in restaurants again.



The goal

A decade later, The Burgest realized that it couldn't remain competitive if it didn't provide WiFi in its restaurants. The Burgest planned to associate WiFi connectivity to its app, an interactive menu with promotions, in order to:

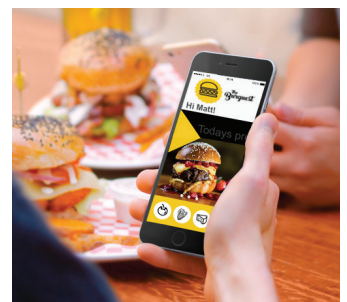
- Ensure that only users who use credentials are granted WiFi access
- Increase the number of app downloads and users

The Project

The Burgest chose Fontech's Guest WiFi Solution to provide WiFi access and network management with full regulatory and security compliance that ensures personal data encryption and lawful interception tools: since Fontech accounts are personal and associated to an email and name, any criminal activity can be traced to a fully identifiable individual. Originally, The Burgest used an SSID that was only password protected, and the password was shared among many different users, making a full legal interception difficult to implement.

The functionalities of Fontech's Connection Manager were integrated into The Burgest app via SDK. By doing so, app users were able to:

- Automatically and seamlessly connect to The Burgest WiFi whenever they enter a restaurant
- Locate The Burgest restaurants on a map either by scrolling around a map or using the search bar
- Receive notifications when they are within a specific range of a restaurant
- Use these same notifications to offer specific time-limited and location-based promotions



Next steps

Though service was initially launched for the 50 national restaurants, given the success of this initiative, The Burgest is planning to expand service to all 25 countries with The Burgest locations over an 18-month period.

Thanks to the scalability of Fontech's WiFi Service Management Platform (WSMP), the Burgest can add restaurant access points with no further deployments. WSMP's hierarchical structure also allows The Burgest to group these access points based on geographical location and restaurant type in order to offer a differentiated experience to customers that is tailored to the needs and specifics of each location.