WiFi VAS for restaurant chains

PARK CAFÉ CASE STUDY

Background

People around the world are becoming more and more aware of the benefits that come with **a healthy eating lifestyle** and Cambodians are no exception. Park Café is a Cambodian restaurant chain that became famous for promoting Cambodian traditional food in a modern way —healthy and without additives and flavour enhancers (including monosodium glutamate).

Established in 2004, Park Café is now one of the most mature brands in the Phnom Penh food industry with **14 venues** ready to serve coffee and famous Cambodian kuy teav to local customers as well as frequent business-class visitors. With plans to open as many as 100 places until 2025, Park Café found itself in need of various management tools, one of which being **WiFi Value Added Services**.

Challenges

The main challenge for a restaurant/café chain is to **drive customers to your door and catch their attention**. First thing people expect from a café is of course coffee. Good quality food and beverages, however, are common sense—the key differentiator between a modern café and an old-fashioned one, is most definitely **WiFi access**.

The second challenge was **the need of a powerful marketing tool that would go hand in hand with Park Café's bold expansion strategy**. Creating a tailor-made restaurant marketing strategy is crucial to increasing awareness and customer loyalty. Gathering intelligence about guests and their preferences can turn into an ace up your sleeve that will put you ahead of the competition.

Executive summary

Company:
Park Café

Industry:
Hospitality

Location:
Cambodia, Phnom Penh

Challenges/Goals:
- Increase the number of customers
- Provide a marketing tool scalable with company's quick expansion plan
- Provide data about visitors
- Provide business intelligence for analysis

Solution:
Linkyfi

Benefits:
- Real-time heatmaps
- User-friendly platform
- Branded captive portal with multiple ways of logging in
- Possibility to create targeted marketing campaigns
- Possibility to create suitable advertising campaigns
- Keeping track of customer's preferences

Solution

AVSystem decided to offer Park Café its all-round marketing and WiFi management platform **Linkyfi**.

With nearly 700 people using Park Café's WiFi daily, **intelligent WiFi management** seemed obvious to be the first step that would harness the great business potential of a restaurant chain.

Linkyfi enables the creation of **customized captive portals** with various

logging in methods including social media, token, questionnaire, phone number or confirmation e-mail. A simple drag & drop editor allows for easy construction of such captive portals that can be furnished with various multimedia, advertisements, welcoming messages and more.
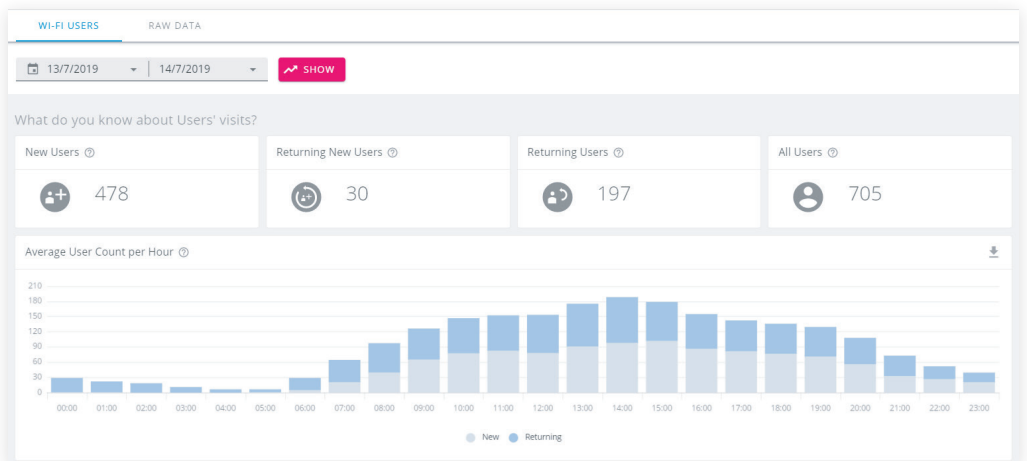
Benefits

Linkyfi's capabilities allow Park Café to **create highly targeted marketing campaigns**. Thanks to fully customizable captive portals, the restaurant is able to attract customers and acquire their trust and loyalty.

What's more, with smart WiFi management Park Café can now easily **keep track of their customers as well as their preferences and personal data** which enables them to surprise each client with personalized push notifications and offers. It also gives Park Café the possibility to **design more suitable advertising campaigns** which greatly contributes to **reduced advertising budgets**.

Thanks to AVSystem's solution, the restaurant's guests are more likely to provide reviews on TripAdvisor, Google Reviews and similar websites through the use of widgets and advertisement placed in captive portals. All this has a considerable **impact on the restaurant's popularity** while at the same time being **a perfect way of monetizing what was already available: free WiFi access.**