WiFi VAS in retail

1. POSNANIA

Posnania is one of the Polish supra-regional centers with an area of over 100 000 m², 260 stores, and 40 cafes and restaurants. It is a premium shopping center with a unique design that has been awarded many times in the most significant industry competitions.

|	
Location	Poland, Poznań, 1.1 mln citizens
GLA	100 000 m²
Tenants	260
Category	Supra-regional

Challenge

Posnania aims to become the premium shopping mall whose leading target group is the upper-middle class. To achieve this goal, they focus mainly on technological innovations and premium services, such as concierge and private lounge. They chose the WiFi services to improve their user experience and accessibility to help people with disabilities move around the center.

Solution

Posnania uses the Linkyfi Location Engine to assist shoppers in navigating the center. This engine allows you to distinguish specific areas, such as food courts, corridors, and others, to support customers in finding the most convenient way to the store which they would like to visit, quickly locating their cars in the parking lot, or receiving in-app notifications.
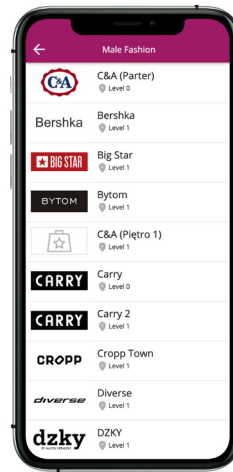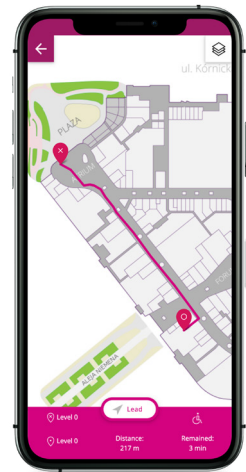
How does it work
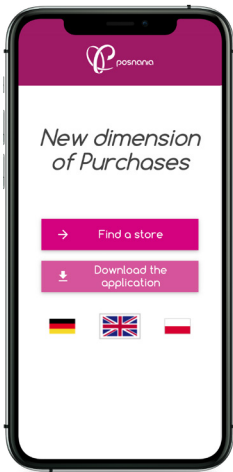
1.

Firstly, a customer displays the captive portal, which contains 2 buttons.
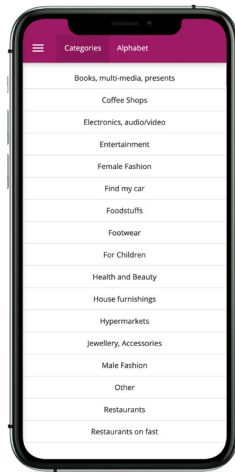
2.

Then, they select the Find a Store button and get redirected to the store categories.

3.

Now, they choose the store which they would like to visit.

4.

Finally, the customer displays the way to the store, similarly to the Google Maps navigation.

Results

In 2017, Posnania was recognized as the Best Shopping Center in Poland by PRCH Retail Awards. Also, in 2018 they were awarded the prestigious ICSC European Shopping Center Awards in the New Developments category as the only Polish shopping center. The location system is one of their most significant technological advantages, and made Posnania one of the best-known shopping malls in this region of Europe.

Learn more:

Linkyfi Location Engine at Posnania Shopping Mall

Linkyfi Customer Story: Posnania

2. PLAZA MUNDO – SALVADOR

Plaza Mundo is one of the largest supra-regional shopping malls in Salvador, Central America, with an area of more than 140 000 m², well-known for the almost 100 years old tree located at its central spot. It is also one of the biggest employers in the region.

Location	El Salvador, San Salvador, 2.4 mln citizens
GLA	140 000 m²
Tenants	350
Category	Supra-regional

Challenge

Plaza Mundo aims to increase displays of their tenants' offers and provide a personalized user experience for shopers who connect to the center's free WiFi network.

Solution

Plaza Mundo's goal was to feature the content which is displayed to their customers on the captive portal, based on gender and the new/returning condition. To do this, they created a login flow with several conditions.
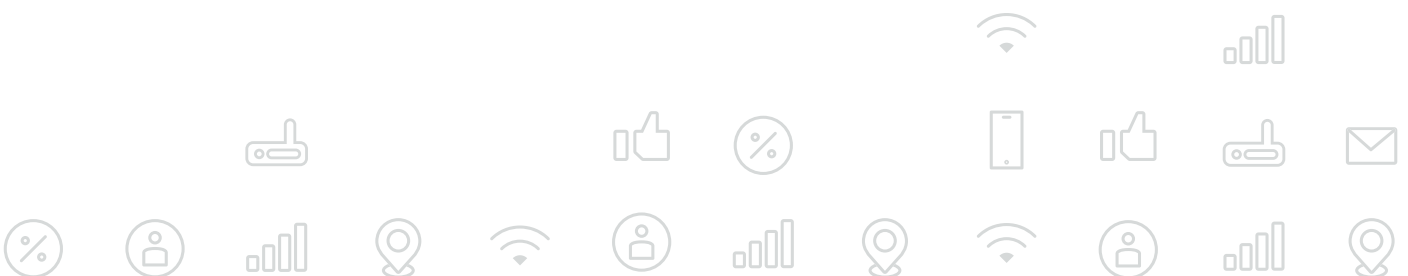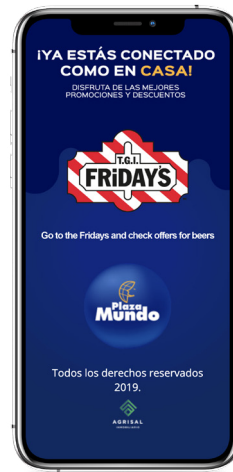
How does it work

1.
When a customer connects to the network for the first time, they are classified as the New user and display a captive portal with the predefined login methods.

2.
To log in to the WiFi, they now must select the login method, either the Questionnaire or their Facebook account, by which they provide their name, surname, and gender.

3.
When they connect to the network once again, they are then classified as the Returning user, and need only to click the submit button to log in to the WiFi.
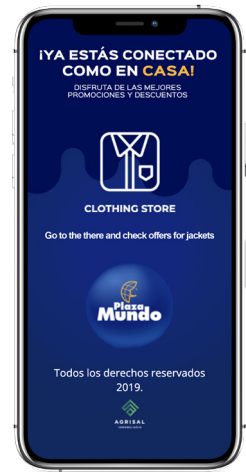
4.
By using the gender condition, based on the collected gender information, the customer is presented suitable content.

Results

- User journey defined by information collected on a captive portal;

- User journey customized according to business needs;

- Possible profits from the sale of advertising space on a captive portal.

3. LACASA MALL

Lacasa Mall is the shopping mall located in Ramallah, Palestine, which was opened in the first quarter of 2019. It consists of six floors and offers additional attractions, such as an ice rink and an indoor skydiving chamber. It is a leading social and entertainment hub that promotes local innovation and entrepreneurship.

Location	Ramallah, Palestine, 27 000 citizens
GLA	50 000 m^2
Tenants	140
Category	Community

Challenge

Lacasa Mall aims to boost their revenues from renting the commercial space, and increase customers' visits in the desired areas where they can discover special offers. To do this, they reach shoppers via real-time SMS.

Solution

Lacasa Mall collects visitors' phone numbers as part of the network login process, and uses them as the contact option in marketing campaigns. The phone numbers are gathered on the captive portal when customers connect to the mall's WiFi.

The Linkyfi marketing engine is a user-friendly editor that allows you to create various types of campaigns, such as the location-based campaign. This campaign enables shopping malls and its tenants to reach shoppers with special offers via real-time SMS when they appear in the designated location. It can be achieved by the Linkyfi tracking system that monitors a customer's current position.

In the Marketing Engine, you can name the campaign, choose contact methods according to your preferences, customize and automate your message using data points, and set up the dispatch schedule.
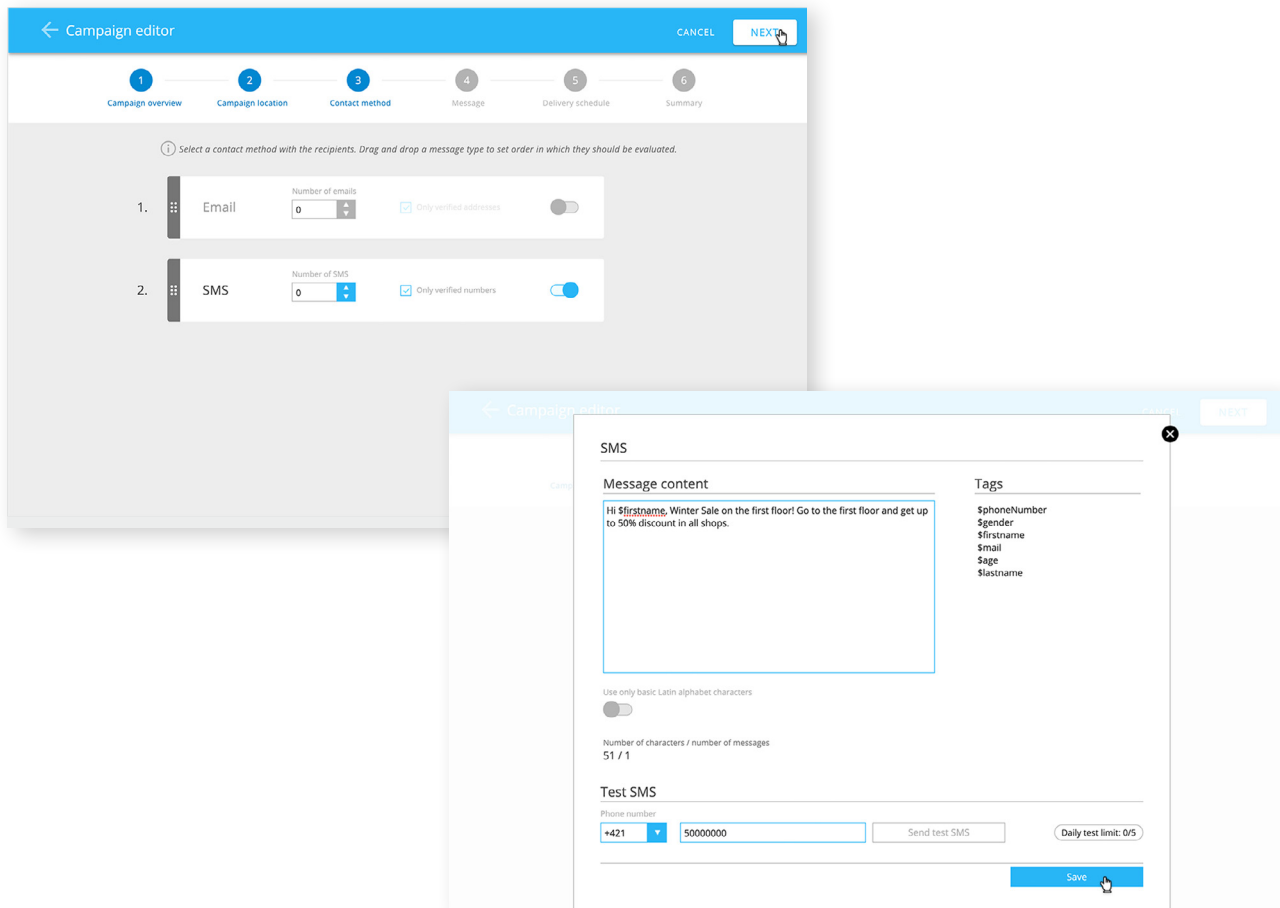
Results

- Increased number of visitors at the mall;

- Additional marketing space;

- Collection of more than 10 000 personal data on shoppers per month.

4. WEGOMALL – HONGKONG

WeGoMall is a shopping mall with a stunning glass curtain wall. It is located at the heart of Ma On Shan, Hong Kong, and consists of six floors, top-notch restaurants, and multiple learning and fun activities. It offers a spacious design and thoughtfully selected shopping offer, including a supermarket, and convenience and beauty stores.

Location	Ma On Shan, Hong Kong, 7.3 mln citizens
GLA	160 000 m^2
Tenants	45
Category	Country

Challenge

WeGoMall aims to observe how customers move around the center (from when they enter the building to when they leave) to place the digital advertisements in locations that ensure the highest customer attention.

Solution

The Linkyfi Location Engine allows you to divide your venue into areas, such as entries, the main hall, corridors, or food court, and display its detailed statistics. It is supported by the Heat Map dashboard, which enables you to view real-time and historical traffic congestion.

Results

• Increased monetization of digital advertisement by 23%

5. BAYWALL MALL – JAKARTA

Baywall Mall is a luxury shopping mall located next to Jakarta's Waterfront. It contains numerous leading Indonesian and international brands. Baywalk Mall offers a complete leisure experience with its internationally designed Botanical Garden, Outdoor Waterfront, and aims to become the newest family destination for fashion, dining, and entertainment.

Location	Jakarta, Indonesia, 9.6 mln citizens
GLA	160 000 m^2
Tenants	200
Category	Country

Challenge

Baywall Mall organizes free of charge events, such as concerts, shows, and sports events to attract customers. They aim to optimize the event expenses by reducing the number of events to those which attract the largest audience and look for a solution that would improve the process of counting visitors.

Solution

Based on data gathered by access points, the Linkyfi Location Engine can work in the Presence Mode to count all devices and display real-time information on the number of visitors.

Results

• Increased number of new and returning customers

About AVSystem

No IoT deployment is successful without proper device management—this is what AVSystem stands for. AVSystem is an expert in its field. We help companies around the world deliver better quality of service thanks to our top-class device management solutions. We also focus on WiFi VAS & indoor location as well as other systems for SDN and NFV. Apart from creating software, we actively participate in the standardization process of the LwM2M standard to enable secure device management and service orchestration in the IoT ecosystem. 100+ large companies worldwide prove the superiority of AVSystem's technology.

About Linkyfi

Linkyfi is both a public WiFi access management solution and a powerful WiFi marketing platform. It offers a variety of value-added services for WiFi networks, such as location services, time- and location-aware business analytics, an intuitive captive portal editor for corporate branding and advanced marketing engine that enables the creation of marketing campaigns based on customers' profiles.

Contact us

E-mail: sales@avsystem.com
Homepage: www.avsystem.com