

HoReCa Success Stories



1. POLLO CAMPERO

Pollo Campero, with its first store opened in Guatemala, in 1971, is now a well-known fast-food restaurant chain serving their flavorful chicken in Honduras, El Salvador, Ecuador, Nicaragua, Mexico, Spain, Bahrain, the United States, and Italy. The chain has nearly 400 locations, including more than 70 in the United States.

Challenge

Pollo Campero wanted to be able to build targeted marketing campaigns for their users. To do that, they needed a strong user profile with credible information, such as gender, age, visiting hours and more.

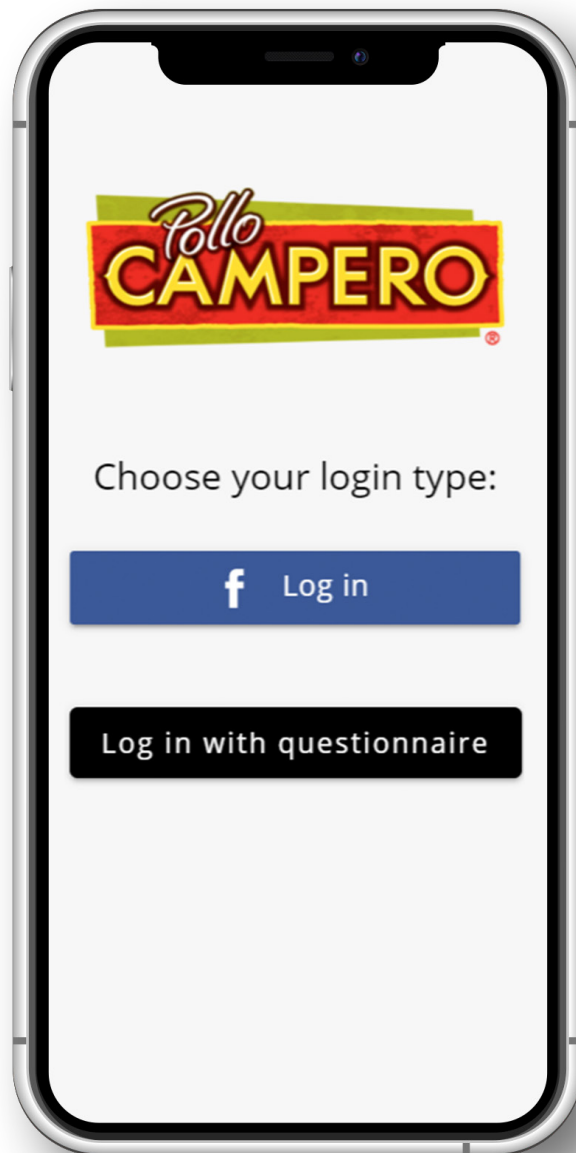
Solution

AVSystem provided Pollo Campero with Linkyfi to enable flexible creation of captive portals for WiFi access in their venues. Pollo Campero can now make use of many features available in Linkyfi to be sure that collected data about visitors is true. The restaurant uses two different login methods: Facebook and questionnaire with e-mail confirmation. Information about customers logged in via Facebook is trusted and, in most cases, confirmed.

The other way is choosing a questionnaire that would collect details about customers, such as name, surname, gender, e-mail address etc. To be sure that this data is confirmed, Pollo Campero uses e-mail confirmation. When users type in their e-mail, they receive a confirmation link on their mailbox. Only after clicking this link, will they get access to the Internet.

Results

Thanks to AVSystem's Linkyfi, Pollo Campero gets more than 5000 verified records with customer details every week. With such a big database that is constantly growing, running targeted marketing campaigns is easier than ever. What's more, Linkyfi offers customizable ways of creating captive portals allowing Pollo Campero to experiment with WiFi access management and find methods that best suit their needs.



2. COSTA COFFEE

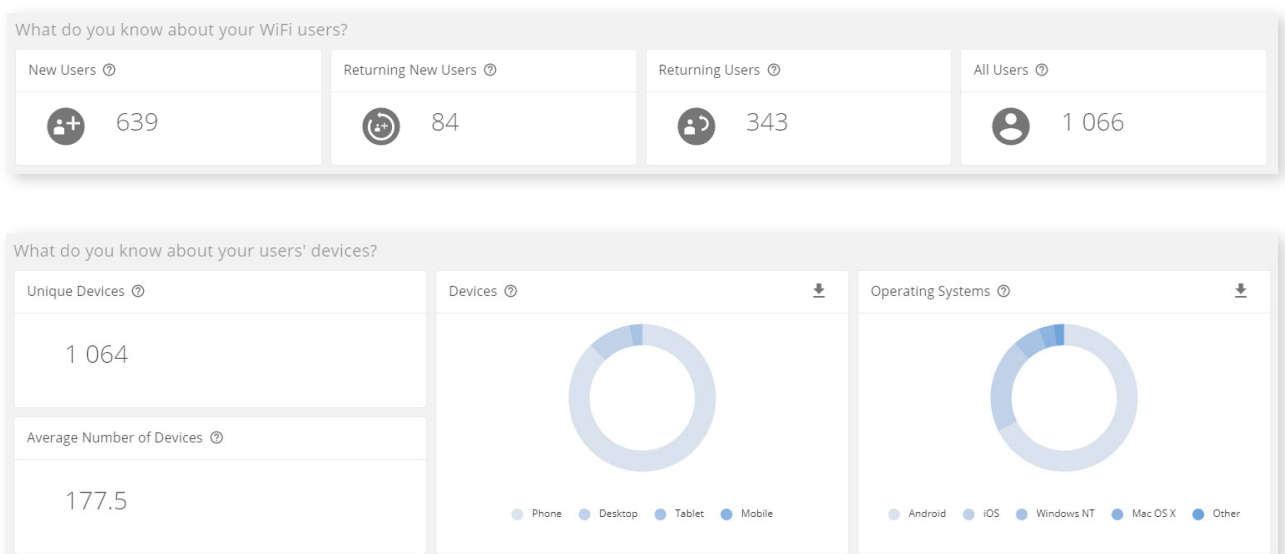
Costa Coffee is a British coffeehouse chain subsidiary of the Coca Cola Company with more than 3000 stores in 32 countries around the world. In Poland, Costa Coffee has more than 150 stores and is positioned as a leader of the HoReCa Industry.

Challenge

With aspirations to become the world’s most loved coffee brand, Costa Coffee puts great emphasis on brand identification. After merging with another Polish coffee store company, the brand recognition issue became even more important for Costa Coffee.

Solution

AVSystem proposed a simple login flow without unnecessary login components. To achieve that, Costa Coffee decided to use Linkyfi Captive Portal Editor to create a fully customized captive portal with its own logos, background, images and fonts.



Results

Thanks to AVSystem's solution, Costa Coffee can now enjoy a unique and well-designed captive portal. The logo of the company is well exhibited and thousands of customers come into contact with Costa Coffee's brand everyday.



3. GRUPO PARDOS CHICKEN

Grupo Pardos Chicken is one of the biggest HoReCa companies in Peru, which was founded in 1986. The company specializes in grilled chicken and is known for using unique, original Peruvian ingredients in their recipes. In 2003, their franchise system made them international, leading to opening their first stores in the USA, in 2008.

Challenge

With the growing number of customers, Grupo Pardos Chicken decided to focus on targeted marketing campaigns to strengthen the relations with their clients. In order to do that, they needed a method to collect personal information about their customers and export it to their external database.

Solution

Grupo Pardos Chicken decided to create a personalized captive portal with predefined questions as well as their own with the use of Linkyfi. Each response is collected in the Linkyfi's statistics engine along with the number of user IDs. What's more, Grupo Pardos Chicken is able to export necessary reports in a CSV file or using API.



Results

Thanks to Linkyfi, Grupo Pardos Chicken is in possession of thousands of records about their customers, such as name, surname, e-mail address, gender, age, ID and more. They can also use a unique captive portal with features such as fonts or logos, tailored to the needs of their brand.



The image shows a smartphone screen with a registration form. The form is titled "COMPLETA TUS DATOS" in red. It contains several input fields: "NOMBRES", "APELLIDOS", and "CORREO ELECTRONICO", all in red text. Below these is a "Fecha de Nacimiento" section with three dropdown menus showing "1", "ENERO", and "1990". Underneath is a "Sexo" section with two radio buttons labeled "Masculino" and "Femenino". At the bottom is a "DNI" field and a red "INGRESAR" button.

4. CRESTA HOTELS

Cresta Hotels was established in 1987 and is one of Southern Africa leading hotel management groups. From an initial portfolio of less than 100 rooms under management, the group now manages over 1000 rooms with accommodation in the luxury spa and hotels in Zambia, Botswana and Zimbabwe. Cresta Hotels has been awarded with a prize in the Best City Hotel category in AZTA Awards.

Challenge

Cresta Hotels wants to get the maximum ROI from their free WiFi and make money with each connection. With such a big WiFi network their earnings can be increased using various methods.

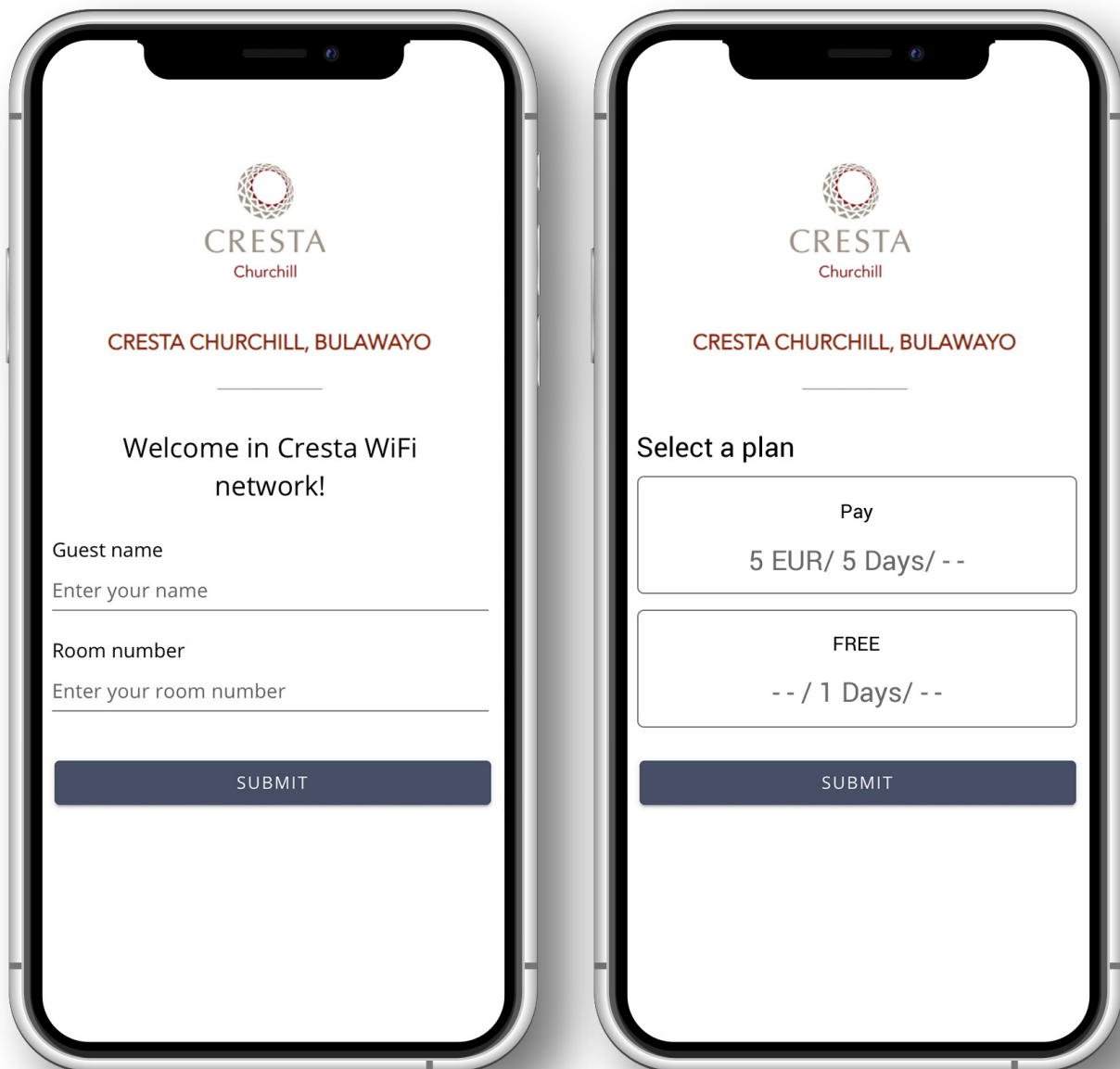
Solution

AVSystem introduced Linkyfi to Cresta Hotels to easily monetize their WiFi. Cresta Hotels is using integration with their own hotel PMS and with PayPal. When connecting to the internet, customers display a captive portal with questions about their name and their room number. The system recognizes if the customer is a VIP and should have full access to the internet or not.

If not, customers display the next captive portal where they can decide if they want to have free access only for 1 day or if they choose to pay for 5-day access. When the pay option is selected, customers are redirected to the PayPal page where the transaction can be finished.

Results

Cresta Hotels has significantly increased quality of experience for their customers, offering them a good quality stable network. Now, Cresta Hotels can receive passive income from their WiFi network saving a lot of time.



5. ICHIBAN BOSHI

Ichiban Boshi is a contemporary Japanese dining concept with a warm and cosy ambience. It is owned by RE&S, a leading regional food service company with a diverse portfolio of quality restaurants and food manufacturing.

Challenge

Ichiban Boshi wanted to diversify user experience and avoid displaying the same content two times for the same user.

Solution

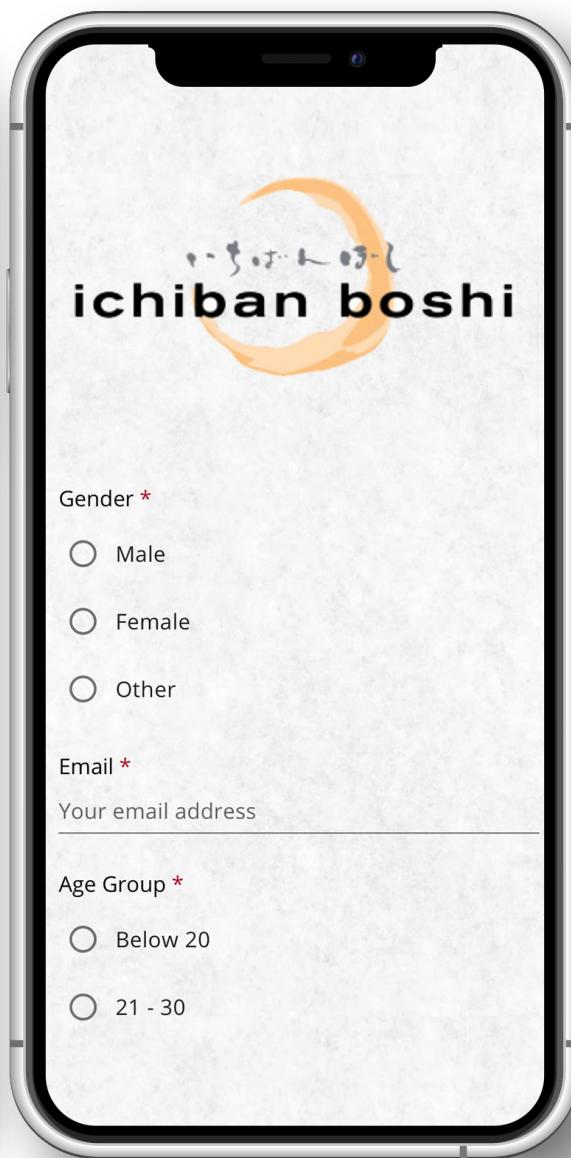
AVSystem offered Linkyfi to build an expanded user journey based on a roaming condition. What it means is that the system recognizes if the user is new or returning and based on this information displays different content.

If the user is new, the system displays a portal with a questionnaire asking about gender, age and e-mail. Depending on the answer, the system displays different captive portals. For example a man in his twenties will get a different portal than a man aged 41-50.

Also the captive portal content varies depending on the time of day. Using Linkyfi's time condition, Ichiban Boshi can, for example, display different portals when customers come to the restaurants during lunch time.

Results

With Linkyfi, Ichiban Boshi can make use of a fully customized user journey offering their customers a unique user experience where displaying the same content two times is impossible.



6. SHIKIGIKU JAPANESE RESTAURANT

Shikigiku Japanese Restaurant is based on the luxurious Royal Garden Resort in Hongkong. It is famous for preparing original Japanese tempura. The restaurant is well known for its timeless character and touches of Japanese originality.

Challenge

Shikigiku Restaurant is based in the tourist district and thus, it is visited by foreigners and Chinese customers alike. The challenge was to display the terms of use and the content of the captive portal based on the language of mobile phones used by the customers, to avoid displaying, for example a captive portal in Chinese to non-Chinese speaking users.

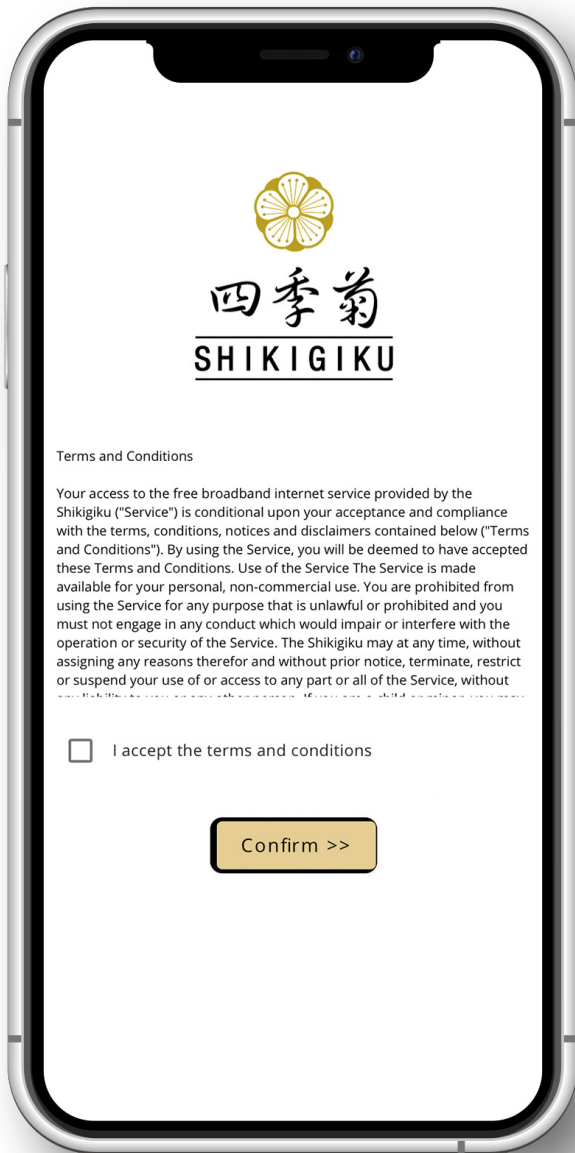
Solution

With AVSystem's Linkyfi, Shikigiku was able to create two different versions of the captive portal—one for foreigners and one for Chinese customers. The system checks the language of the web browser used by the customers and properly displays captive portals along with the terms of use. Acceptance of the terms of use is necessary to have access to the Internet.



Results

Thanks to Linkyfi, Shikigiku Japanese Restaurant offers their customers captive portals that are not only fully compliant with the law, but are also displayed in the proper language.



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.

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