



Cloud4Wi for retail

Build unique customer relationships with efficiency

Overview

In today's fiercely competitive retail landscape, capturing customer attention is more challenging than ever, fueling the need for digital transformation. Retailers know that to stay ahead, they must meet and exceed customer expectations by delivering relevant and personalized experiences.

This is where Cloud4Wi stands out.

Cloud4Wi empowers retailers with valuable customer location data, enabling them to engage customers in meaningful ways and drive in-store revenue like never before. With Cloud4Wi, retailers can craft personalized shopping experiences that resonate with customers and keep them coming back.



Benefits



Data compliance

Collect customer data with confidence, maintaining their trust and avoiding costly lawsuits



Powered loyalty app

Integrate our WiFi mobile SDK and provide seamless in-app services, even without cellular coverage



Centralized management

Manage your WiFi services, reducing the workload for the IT team and ensuring consistent policies



Personalized experiences

Deliver perfectly targeted experiences in your retail stores by leveraging customer location data



Seamless integrations

Easily integrate in-store WiFi into your existing technology ecosystem for a more personalized experience



Vendor independence

Offer WiFi access across various manufacturers' networks, protecting existing investments



Use cases

CUSTOMER EXPERIENCE

Data collection

Discover who your customers are, their preferences and opinions, and how they behave in retail stores by leveraging WiFi technology

Digital merchandising

Incentivize customers to buy new products or adopt services during their visit to retail stores by delivering location-based information during WiFi onboarding

In-app experiences

Deliver seamless in-app services and capabilities, even in areas with poor or no cellular coverage, by providing loyalty app users with automatic and secure connectivity through a WiFi mobile SDK

In-store app mode

Localize in-app content and services based on the specific store customers visit by understanding their in-store behaviors using WiFi mobile SDK technology

Real-time messaging

Send timely messages triggered by a customer's entry, exit, or length of stay in the store by leveraging WiFi mobile SDK technology to understand in-store behaviors

ASSOCIATE ENABLEMENT

Enhanced services

Equip associates with essential customer location data to enhance the in-store shopping experience by leveraging WiFi mobile SDK technology to understand customer behaviors

Improved operations

Securely connect associates to clienteling apps, even in areas with poor or no cellular coverage, by providing automatic and secure WiFi connectivity using Passpoint and PPSK



CONNECTED WORKPLACE

Connected visitors

Securely connect vendors, auditors, contractors, and more across the entire workplace by providing automatic and secure WiFi connectivity using a captive portal and Passpoint

Connected employees

Securely connect employees' personal devices across the entire workplace by providing automatic and secure WiFi connectivity using Passpoint and PPSK

Connected devices

Securely connect IoT and headless devices across the entire workplace by providing automatic and secure WiFi connectivity through PPSK

Retail brands around the world trust Cloud4Wi



VALENTINO

GUESS



PRADA Group

Ready to see Cloud4Wi in action?

REQUEST A DEMO