

Why BT Wi-fi for pubs, bars and restaurants?



Robust, reliable public wi-fi can help you attract new customers, and increase customer satisfaction and loyalty. BT Wi-fi has a choice of hosted or fully managed services to support your business.

Two out of three mobile phone users will own smartphones by the end of the 2014, and that will grow to a massive 43.4 million smartphone users or two-thirds of the UK by 2017, according to new figures from market analysts eMarketer¹.

With smartphone (and other mobile devices, like tablets) in most people's pockets, demand for a quality wireless internet connection at food and drink venues is at its peak.

Any pub, bar or restaurant wants to be a place where your guests can feel at home. Providing an internet connection and helping them stay in touch is an important customer service feature. Here's why:

- 61% of people search for a wi-fi hotspot when eating and drinking
- 36% of people would visit a food and drink outlet again if it offered wi-fi; 20% said they would buy more and 27% would visit more often
- 45% say it's important to them to have wi-fi access when out eating and drinking
- 49% want to use wi-fi to update social media when they're eating or drinking
- 28% of people who use wi-fi at food outlets are doing so to find vouchers and discounts for their meals or drinks²



**CORNEY &
BARROW**



SPAGHETTIHOUSE

Our partners say

"Increasing amounts of customers keep in touch with the office or hold work meetings at our pubs during the day. On evenings and weekends, visitors are catching up on the day's goings-on or keeping a check on the sports. Free wi-fi ticks the box on all counts and adds to the already social atmosphere."

Andy Maynard, IS Manager, Young and Co.'s Brewery Plc.

To read more case studies, go to btwifi.co.uk/partner-zone

Wi-fi experience to support your business

With BT Wi-fi, your service is more than just a public hotspot: it can support your business in a number of ways.

- You'll attract new customers and bring old ones back
- Customers will stay longer and spend more
- You'll get higher customer satisfaction
- You'll be able to collect useful data
- We can give you real insight into customer internet usage
- You can send customers to your website from your wi-fi log-in page
- You can promote your brand and special offers on your wi-fi log-in page

So your customers will stay longer and want to come back, you can use BT Wi-fi as a platform to promote special offers and discounts, and you'll get clear reports on customer behaviour to support your marketing campaigns.

Installing and supporting your service

With over 11 years of experience in installing and managing public wi-fi, you can be sure we'll complete the job with minimum disruption and maximum speed.

It's crucial to have expertise available all year round in case anything goes wrong. Our dedicated BT Wi-fi UK partner helpdesk is open 24/7 to answer your questions.

Adding intelligence

The BT Wi-fi log-in registration process offers a speedy, easy and effective way to capture and measure customer behaviour. Our simple reports provide you with data to support your marketing campaigns.

Protecting them. Protecting you

We believe that it's especially important to have strong protection in public places where children and families might use the internet. We've launched BT Wi-fi Protect, a web filter, to make sure that no one can see inappropriate web pages on your premises. Your guests can browse the internet as normal unless they choose a web page that contains pornographic images.

Find out more about BT Wi-fi Protect at btwifi.co.uk/protect



Trusted to provide wi-fi for leading UK brands

By choosing BT Wi-fi, you'll join a host of other top brands, restaurants and public services who already offer wi-fi as an important customer benefit.

"Some of our locations are perfect for visitors from abroad: when deciding where to eat, they look for wi-fi internet access so they can check in with what's happening back home and upload their messages and pictures whilst in London,"

And locals want wi-fi, too: "a lot of local visitors and business people need and like to read and reply to emails while dining with us,"
Stefana Lavarini, Spaghetti House, London.

To find out more about BT Wi-fi for your business, go to btwifi.co.uk/partner-zone. Or to talk about our services, call 0808 100 0656*

1. eMarketer, quoted in New Media Trend Watch, 2013 (www.newmediatrendwatch.com/markets-by-country/18-uk/154-mobile-devices)

2. ICM Research for BT Wi-fi, March 2013

*Free from BT landlines. Mobile charges vary