

# CONNECTED BUSINESS

HOW A WIFI "CONNECTED BUSINESS" CAN GIVE YOU A COMPETITIVE ADVANTAGE

## 14 STATS AND TIPS

1



The number of Internet connected devices that people have is going up, especially in North America where the average person will have **13 Connected Devices** by 2021

2



**50%** of consumers feel comfortable making a large purchase in-store if Wi-Fi access is available.

3



By 2020 it is predicted that **26.3 BILLION** devices will be connected to the Internet. The vast majority will use some form of wireless for access.

4

Free Wi-Fi is provided almost everywhere these days; restaurants, clothing stores, coffee shops, grocery stores and more. And Millennials expect the same from hotels.

### IN FACT, OVER

**75%** of Millennials expect to stream video in their hotel rooms

**94%** of guests see hotel rooms without Wi-Fi as a deal breaker (4Hoteliers Infographic).

Additionally **70.9%** of Millennials have stated that Wi-Fi availability affects their hotel choices in one way or another (USAToday).



5

Ask customers to input their email address and any other relevant data in order to sign into your free guest WiFi.



By gathering digital contacts for your current customers, you can create targeted re-marketing campaigns for customer loyalty programs or other add-on services.

6



Mobile-influenced sales in-store have reached **\$593 BILLION**, with consumers who use a smartphone or other digital device during their shopping journey converting at a rate

**40%** higher than those who do not use a device.

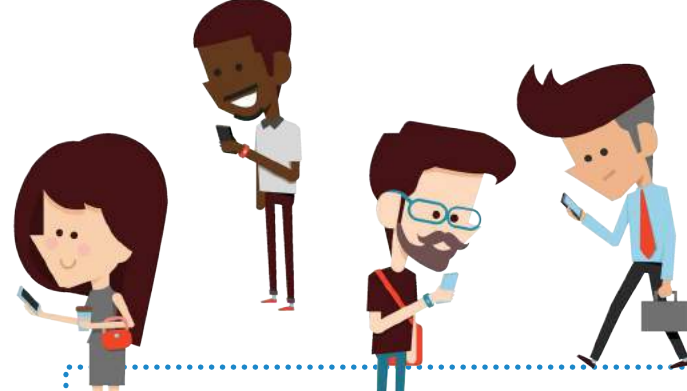
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**62%**

According to a Small Business Trends report, as many as **62%** of businesses noticed customers spending more time on their premises when WiFi access was offered.



A connected workspace at your business attracts customers who want, or need to stay productive. Wi-Fi is no longer considered an amenity - It is an expectation of today's consumers.

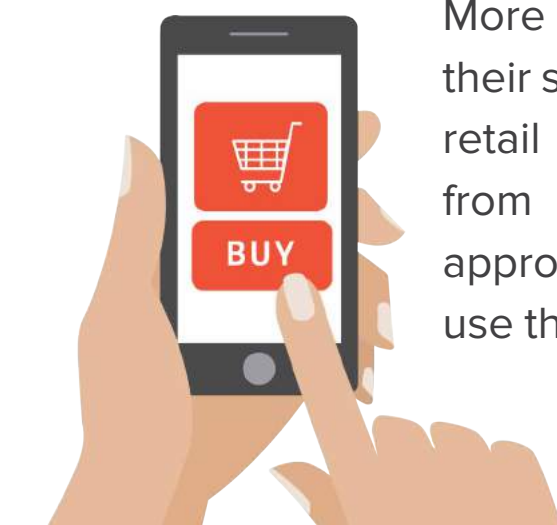


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As many as **62%** of businesses pointed out that the customers spend more time in their facility or shop if WiFi access is offered.

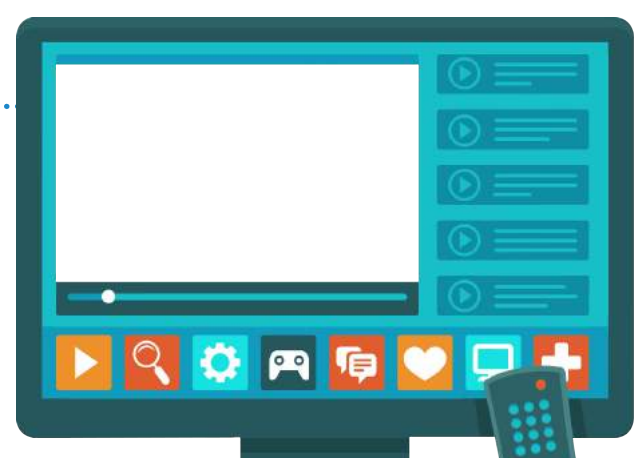


10

More than **90%** of consumers use their smartphones while shopping in retail stores, according to a survey from SessionM. While more than approximately **54%** of consumers use their devices to compare prices, others search for product information (**48.4%**) and reviews (**42%**).

Customers may not remember the product or service they purchased from a company, but they'll always remember if a company made them feel special by paying attention to the details. Since business WiFi allows you to access customer data, consider using this data to provide exceptional customer service by creating a personalized experience.

11



With the right business WiFi solution, your organization can go beyond the basic amenity of WiFi and begin creating personalized experiences that lead to long-term customer loyalty.

12

A study by technology research and consulting firm the Yankee Group showed that **96%** of respondents prefer businesses that offer free Wi-Fi. **79%** of businesses say it helps keep customers happy while they wait for service.



13

The average American checks their phone **80 times** each day and Millennials check a whopping **150 times** per day



14



**71%** of all mobile communications flow over WiFi

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