



# CASE STUDY

## Mexican Restaurant WiFi Engagement & Analytics

### Challenges

The out-of-the-box analytics solution they were using had limited reporting and dashboard functionality, making it increasingly difficult to analyze the data collected on customers.

They weren't able to easily identify the key statistics they needed to be personalizing their marketing communications.

They needed a scalable solution that would mirror their business growth and integrate well with their existing infrastructure.

They were looking for a solution that had a centralized reporting platform and API access so they could integrate the data collected with their own CRM.

### About the Customer

Founded in 2007, the Mexican food chain has over 70 restaurants and is renowned for combining the authentic flavors and spices of Mexico with the health-conscious cuisine of California. With large volumes of customers visiting the restaurants each day, they were looking for a solution that would help them take their service to the next level by using WiFi to collect customer data and personalize their engagement with customers.

### The Results

Having completed a WiFi infrastructure upgrade across their restaurants in mid 2016, they wanted an analytics solution that could be installed and configured quickly and that would integrate with their existing network. WiFi Engagement & Analytics was successfully installed across approximately 50 access points in over 50 of their restaurant locations. Through installing WiFi Engagement & Analytics, they hoped to deliver exceptional and secure guest WiFi to enhance the customer experience, while collecting valuable demographic data to support marketing campaigns and personalize communications.



Our solution significantly enhanced what the restaurant already had in place; providing a seamless and effective means of gathering and analyzing customer data. Quickly after installation, they were able to identify their most popular location, the most popular age range of customers, and much more. The WiFi Engagement & Analytics dashboards, data visualization and reporting tools allowed them to understand the data they were collecting and identify key customer demographics. The solution will help them bridge the gap between customers and their ability to reach out to those customers on a more personal level. The restaurant utilizes the social media login option, and also provides a simple form that asks customers to register using their email address as an alternate way to sign in. This gives customers the option to share their more personal details or not, but either way they are still able to collect basic information about the customers who visit their locations. In the first 12 months, they had close to 22,000 people connect to their WiFi, 58% of which logged in via Facebook, Twitter or Instagram. Through personalizing their marketing, the restaurant has seen 7.14% increase in customer retention per month and hopes to increase the number of customers signing up to their loyalty programs, as well as increase their social following to elevate brand awareness.

## WiFi Engagement & Analytics Use Cases for Restaurants

- Increase safety through automated occupancy tracking
- Obtain more accurate contact information and integrate directly with CRMs
- Ensure compliance, cleanliness and social responsibility
- Display live wait times to improve experiences
- Deliver personalized marketing campaigns
- Improve operational efficiencies
- Optimize staffing capabilities
- Promote offers and specials
- Increase social following
- Gather customer feedback
- Measure your NPS score
- Keep your network secure
- Increase storefront conversions

