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Case Study
Retail Sector

e&'s secure cloud Wi-Fi solutions enable the retail chain store to offer an elevated customer experience and get detailed analytics on customer behaviour.

Customer Background

The customer is a leading homegrown convenience-store operator in the UAE that was established in the region 25 years ago. It has been recognised for its excellence and was named a UAE Superbrand for 7 consecutive years.

The format of the stores has conquered the transit system in the UAE, with over 135 outlets across service stations and with more than 40 stores across the Dubai Metro.

The leading brand has moved on to expand beyond major cities, targeting commercial and residential communities and hotel/leisure destinations to provide the public with easy access to their needs by always being within their reach.

Challenges

The need to establish a loyal customer base amongst growing competition and keeping the buyers engaged have always topped the priority list for convenience store operators. As part of a futuristic plan, this convenience store chain wanted to grow its revenues, have more engaged customers and implement a better shop layout.

To fulfil the company's vision, the brand incorporated ATL and BTL marketing campaigns and created value-added services for the customers, however, there was a need to implement customer analytics to get data on walk-in conversions.

As most of the customers are tech-savvy and are constantly using their devices, it became essential to enhance customer experience by offering free Wi-Fi services at their stores. The free value-added service would encourage more customer footfall and increase the purchase duration, leading to more sales. The convenience store chain wanted a service provider that could help them with the connectivity as well as provide resourceful analytics to study customer behaviour.

CHALLENGES

- Customers looking for more value-added services
- Lack of consumer buying behaviour data
- Minimal customer engagement at the stores
- Multiple service providers

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▊ Solution Details

To boost customer experience, the retail convenience chain wanted to enable Wi-Fi solutions at their retail stores; this would allow buyers to spend more time at their stores and increase the chances of more sales. At the back end, the retail team wanted more than connectivity for the customer, they were looking for a solution that could help them analyse their customers better.

e& proposed a cloud Wi-Fi solution that provides secure cloud-based management with proactive monitoring and a live customer dashboard with the end-user data and location analytics. The Wi-Fi solution is also responsible for generating customer analytics and behaviour patterns of the Wi-Fi users at every store.

The solution ensured complete visibility of the wireless network, access points and LAN switches including network health reports. A centralised dashboard will prompt alerts and generate reports as required by the IT team.

As part of the partnership, e& implemented a secure end-to-end solution with Wi-Fi connectivity for more than 115 stores, managed network security, PIAP Wi-Fi user authentication, internet connectivity, direct Internet access at corporate offices, and a private mesh network connecting corporate offices and the stores internally.

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BUSINESS RESULTS & BENEFITS

- Network redundancy with e& Private Network among all the convenience store outlets and corporate offices in the UAE

- Detailed analytics and reports from the dashboard help in meeting business objectives and forecasting business trends, stock replenishment decisions and enhancing shop layout designs

- More control by having access to detailed reporting from the dashboards on a heat map, internet volume consumption by users and staff, limiting browsing speeds and amount of data volume for customers and staff, restricting any public internet sites as and when required

- IT team can concentrate on their core business to enhance their IT operations and use best business practices across the stores and offices by letting their WAN network and Wi-Fi solutions be managed by e&

- Ease of operations and single-vendor support for internet connectivity, Wi-Fi and WAN network across all the stores

TECHNICAL DETAILS

- Managed WAN
- Managed LAN
- Managed Wi-Fi
- Managed Security

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