WiFi Engagement & Analytics
Unauthenticated Visitor Analytics

Telesystem

Identify footfall, high dwell areas, bottlenecks, and even queue lengths and use the data to optimize your physical space.

Even before your visitors connect to your WiFi, our captive portal can begin to gather presence information about who is occupying your space and how they move about. The information is fed directly into our analytics portal where you can filter and segment the data to identify patterns and trends.

Presence Analytics bridge the gap between Google Analytics and the real world, offering real time data and reporting using WiFi technology. It's similar to how cookies track user browsing online, giving venues an unprecedented level of insight into consumer behavior and opportunities to engage customers directly.

Customer tracking

The Presence Analytics feature also incorporates Customer Tracking. This is facilitated by tracking the MAC address (unique number associated with any WiFi enabled device), and the received signal strength indicator (RSSI), which identifies roughly how far away the device is from the Access Point. This tracking capability is relevant to all devices regardless of whether the user authenticates onto the network.

From the continual storage of this intelligence key elements can be identified, such as how long the devices stay in a location and how often the device returns. Reports can then be generated on data such as footfall, repeat vs new visitors, average number of visits, average visitor duration and recency of visits.

Even before a user connects to your WiFi, you can collect a wealth of information to understand visitor behavior, improve operational efficiencies, and optimize your venue layout:

- How long visitors stay in a location

- How often the customer returns

- Footfall traffic for geo-fencing

- Repeat vs new visitors

- Average number of visits

- Average visitor duration

- Recency of visits

Presence Analytics Explained

VENUE

Time Spent · Repeat Visitor · Number of Visits · Visit Duration · Footfall Analytics

Telesystem WiFi Engagement & Analytics
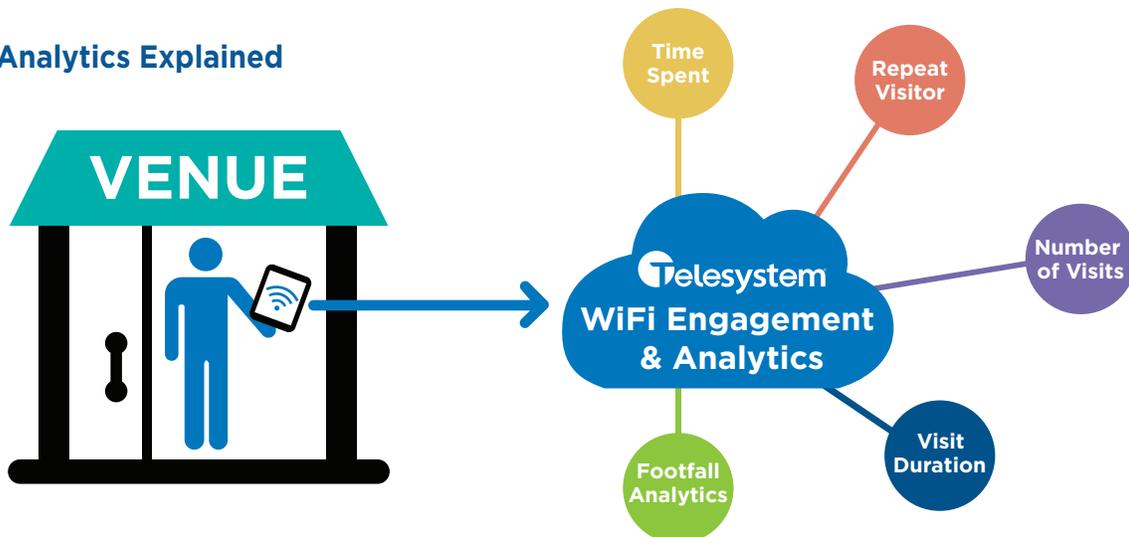
Geo-fencing technology

Location Based Services utilize Geo-fencing technology to allow this data to be taken one step further by drawing invisible lines around specific sales areas or locations, to identify behavior patterns within that area. This is facilitated by setting up WiFi grids where activity is monitored, allowing instant confirmation of who is using the network and where.

We can then gauge how long consumers will remain in these areas and what purchases they are considering. This information assists businesses to develop marketing strategies that can be implemented in real time, including email and messages sent to a consumer's phone, highlighting offers in the store.
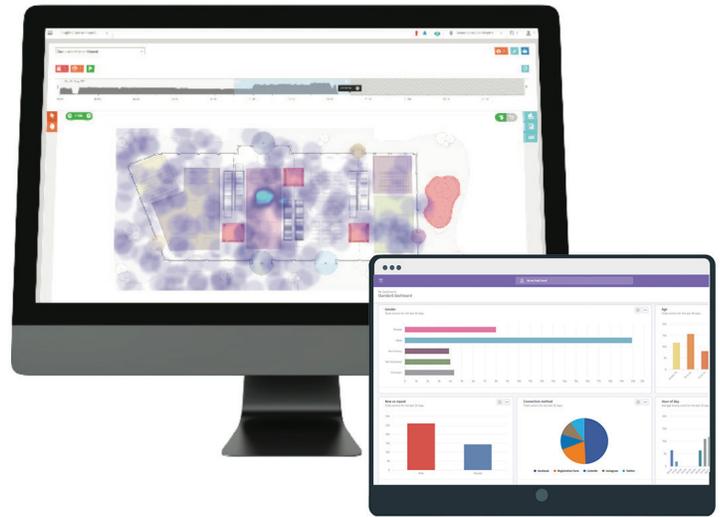
Heatmaps & Visitor Demographics

Privacy

The customer has the right to opt-in or opt-out of tracking. If a customer is not opted in, our software can still detect an anonymous MAC address, confirm whether that MAC address is a new or repeat visitor, and see how long that device stays.

By using Location Based Services (only available with certain hardware manufacturers) the device can be tracked within the specific venue. The accuracy of the location-based tracking also depends on the number of access points in the space.

If a customer is opted in, the device MAC address can be linked to personal data such as their age, gender, name, email address, location, language, Likes, etc. meaning relevant messages and content can be sent to the visitor.

The issue of privacy has been raised in relation to customer tracking. It must be addressed to allow both retailers and their customers to feel comfortable and have clear guidelines on analytics use. After all, if the retailers better understand the needs of their customers, the outcome will be positive – better store layouts, improved traffic flow, evacuation points, safety and removing the frustrations that customers often feel when receiving non-specific and irrelevant marketing messages.