



What is social-i ?

Do you want to offer your guests and visitors free or paid for WiFi at your venue or whilst using your mobile assets such as boats, buses or taxis? Do you want to collect their social and other data and use it to market back to them? Social-i will enable you to do just that!



Improve your guests' experience, increase customer satisfaction and loyalty, generate additional revenue.



Provide guest WiFi that is safe, secure, simple to manage and allows users to get online with minimum effort.



The cloud based WiFi platform that enables easy internet access for your guests, real time customer engagement and a suite of marketing tools and reports.

Branded login pages of your choice can be displayed to guests who want to get online using your WiFi. They connect using their preferred social network or a standard form and Social-i captures their details and builds your customer database.

Social-i enables you to get more likes, followers and reviews. You can engage with your customers by promoting your services, offers and rewards. Create loyalty and drive more profits!

Guests and visitors can log in with ease via forms, social media, vouchers, or one-click quick connect. You have full control over the service tiers, charges, the amount of available bandwidth and time online. All of the data collected is stored in the dashboard and can be used for targeted guest engagement or as part of ongoing marketing campaigns.

Give your customers a more personalised experience by using targeted and automated marketing campaigns. After a user has registered and logged into the WiFi, they receive emails or SMS promoting your products and services. Links, ads, surveys and other content can be placed in the user's browser as they surf the Internet.

The Admin Portal is an easy-to-use management tool that gives you the ability to choose how your guests or visitors access the Internet and informs you precisely what is happening on your network.



Social-i Key Features

- Guest access to the Internet from a portal branded with your company logo, promotions and localised content.
- Bespoke branded portals for specific events, sites or zones to deliver highly tailored content.



- Detailed analytics and reports about WiFi users including demographics, frequency of visits, and type of Internet access.
- Exporting tool which allows you to export specific user information based on a wide range of filters such as, location, email address, contact details etc
- A robust WiFi infrastructure designed to handle peaks and troughs in usage.
- Control over charges for WiFi and any limits required on duration and bandwidth.
- Full integration with your Property Management System, CRM and email marketing platforms.
- A way for visitors to log in using their favourite social network, traditional form or membership number.
- Full compliance with European legislation on lawful Intercept, ensuring you are not liable should illegal activity be carried out by guests on your network.
- Gain user consent in compliance with GDPR.



Social-i Key Benefits

- A continuous branded experience that serves as a constant reminder of your values and USPs and enhances the customer experience.
- The means to generate additional revenue.
- Access to customer data and intelligent analytics.
- The ability to deliver real-time and highly targeted marketing campaigns to create new revenue opportunities and timely customer communications.
- Improved customer satisfaction as a result of fast broadband even when demand is high.
- Flexibility and control over what you charge and the type of WiFi service you wish to provide.
- Hassle-free internet for your guests for the duration of their visit or stay.
- A dramatic increase in brand exposure, customer loyalty & engagement through the power of social networking.
- Peace of mind that your network is protected.



Authentication Methods



- This setting defines the type of registration your guests use to access the WiFi hotspot service.

There are many methods you can choose from:

- **Click & connect:** No registration, no password. This allows the user to navigate without the need to register.
- **Simple password:** No registration. This is very similar to the previous option but in the login page of the hotspot service, it differs in requiring a simple password set by you.
- **SMS sent by the user:** Allows the end user to register to the hotspot service by simply sending an SMS message to the guest.
- **User self-service registration:** Users will be able to register to the service by filling in the fields in a registration form accessible by clicking the "Register" button present in the log in page.
- **Registration by operator:** Users are not able to register themselves and there must be someone (e.g. receptionist of a hotel) that creates credentials for users to use.
- **Social Login:** Users can use their social profiles to log in to the WiFi.

Monetise your Guest WiFi

- You can offer paid-for WiFi that boasts faster speeds

- Set up a product policy and enable speed modulation in the Social-i admin portal

You can control:

- The algorithm that will calculate the speed available to your guests
- The level of degradation
- The time interval where traffic shaping will be enabled
- The minimum speed that will be reached during speed modulation.
- You can choose the payment gateway you would like your guests to use when purchasing

Cards and Vouchers

- Cards enable your guests to be connected in seconds by simply entering a pre-defined username or password. For example, the username could match the guest's room number.
- Vouchers provide a unique digit voucher code, which limits the internet usage as desired. Users can redeem the voucher after their registration.
- Vouchers can be used a payment method for an improved service.
- The portal even offers an area for graphical customisation so you can choose what your voucher looks like.
- You can offer vouchers to purchase from your reception or kiosk.



Create Surveys & Quizzes



You can design surveys and quizzes for your guests to fill out whilst they are using the WiFi. This is a great way to gather information about your users so you can more effectively market your services and products to them.

You can customise:

- Title and description
- Survey start and end date
- Frequency that it appears
- Header and background images
- Notifications
- Thank you message displayed to guests
- Question and answer values
- Mandatory fields

The survey tool could also be a great way of getting more reviews from your guests. Just ask them how their experience with you has been!

You can view a summary of your surveys in the admin portal and export the data collected from the survey results for analytical purposes.

Advertising Module

This new additional paid module allows you to display adverts to your guests on your WiFi welcome portal before they sign in or as a pop-up on their screen whilst they are online.

- An advertiser can be easily set up in the Social-i portal dashboard.
- You have full control over the advert you display to your guests. You can decide:
 - How often the advert is displayed
 - The start and end date of your campaign
 - The cost of impressions and clicks - this makes it really easy to control how much money you spend on your advert
 - The geolocation
 - The time of day the advert is active
- Display adverts as banner type or pop up type adverts
- Banners can be displayed on the top, left side or right side of the screen
- Pop ups can be a static image, a video from YouTube, an external URL, a GIF or a MP4 external video
- Guests must view the pop up before access continues
- You can advertise your products or services directly to people who you know will love them
- All relevant statistics and user impressions are captured to provide you with meaningful marketing data



For more information contact
your nearest reseller: