Improved Guest Experiences and New Revenue Streams for **Venues Through Smart Wi-Fi**

Delight your guests, influence and increase their spending, improve safety and security, AND monetize your Wi-Fi IT investment.

Challenge:

The scale and complexity of large public venues can pose a challenge to internet connectivity. Reaching guests and vendors in the VIP suites, box offices, POS terminals and mobile devices to provide a good online experience is just as important as the physical space itself. The staff at the Greensboro Coliseum Complex were seeking a robust, convenient and secure solution to this challenge without cutting into their bottom line.

More than 1,100 events are held in the nine facilities on the Complex grounds every year, drawing tens of thousands of visitors and adding millions of dollars of economic activity to the area. Few things take greater priority than creating a welcoming, second-to-none guest experience.

> *"Prior to implementing our venue public Wi-Fi system, our guests exclusively relied on their mobile data plans, often using unnecessary data allowances without the opportunity for meaningful interaction. Our venue was at a disadvantage compared to other regional and statewide entertainment venues without offering this service."*
>
> **— Mike Mitchell, Head of Business Development, Advertising and Premium Seating at the Greensboro Coliseum Complex**

Greensboro Coliseum Complex

Solution:

Segra Smart Wi-Fi blanketed the entire campus with free guest Wi-Fi access, providing guests an alternative to spotty cell service and equipped the staff with tools to create a more meaningful experience for die-hard fans and first-time visitors alike. The best part? No matter where someone goes within the Complex's footprint, they only need to sign into the public network once.

Additionally, the business development office leverages features in the Segra Smart Wi-Fi system to deepen customer loyalty and increase revenue. Staff and advertising partners alike can tap into granular analytics capabilities to understand visitor behaviors and affinities on a much deeper level and deliver timely, relevant content and special offers.

Operational efficiency and security are achieved through separate connections for guests and staff, enabling business-critical traffic to flow smoothly between endpoints without competing for bandwidth while protecting sensitive data.

Segra experts worked hand-in-hand with the staff to understand their needs and challenges and create a tailored solution to ensure the Greensboro Coliseum Complex remains a must-visit destination for years to come.

> *"Segra Smart Wi-Fi stands out as a very complementary addition, enabling our marketing department to efficiently target guests with information about upcoming events and offers tailored to their interests. This user-friendly Wi-Fi system benefits both our Coliseum Complex staff and clients, the media, and most importantly, our guests.*
>
> *We've witnessed a significant increase in Wi-Fi usage during major events on our campus. This system serves as a valuable asset to our venues, enhancing the overall guest experience. Segra Smart Wi-Fi has provided us with valuable communication tools to our attendees, allowing us to focus on specific demographics for shows rather than relying on a broad digital marketing approach. This enables us to engage guests on multiple levels and drive return on investment through new ticket sales and additional offerings."*
>
> **— Mike Mitchell, Head of Business Development, Advertising and Premium Seating at the Greensboro Coliseum Complex**

A Winning Segra Smart Wi-Fi Lineup

Engage
Smart Wi-Fi™

Gather customer insights, then deliver targeted and timely messages to build lasting customer relationships.

Amplify
Smart Wi-Fi™

Monetize the Wi-Fi you provide your uests and earn additional revenue through digital advertising and sponsorships.

Analyze
Smart Wi-Fi™

Capture and track where your customers are and how they move through and interact with your business.