

Smart Wi-Fi

Connecting with guests on a deeper level

There's more to internet access than just getting online. A targeted, tailorable connection provides unrivaled power to drive growth and deepen the customer connection.

Why Segra Smart Wi-Fi

Customers expect more from the brands and businesses they support. It's no longer enough to provide them with an easy way to get online — they want to feel seen, heard and understood.

Segra Smart Wi-Fi empowers businesses to deepen the customer relationship with customizable access options and tools that unlock insight and understanding that can be used to deliver relevant content.

- The Engage Package combines customer insights and next-level personalization tools to reinforce branding and enhance marketing with email and social engagement campaigns.
- The Amplify Package leverages tools to transform guest access into a personalized digital billboard with Wi-Fi landing pages and A/B testing abilities to drive revenue and increase customer loyalty.
- Analyze Package delivers deep-dive insights about traffic, with heatmapping and trend visualizations that feed operational strategy.

Features and Benefits

- **On-prem roaming** enables users to access other network SSIDs on the same account.
- **Available non-guest access options** provide detailed tools to control and adjust access as needed.
- **Fully customized Wi-Fi** with maximum network coverage.
- **Robust multihoming** aggregates internet access from multiple sources.

Specifications



Available across the entire Segra fiber network



Segra Dedicated Internet Access(DIA) required

Ready to explore the benefits of Segra's Smart Wi-Fi?

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