



Engage Smart Wi-Fi™

Engage Smart Wi-Fi gives businesses the power to gather customer insights through Smart Wi-Fi, then deliver targeted and timely messages to build lasting customer relationships.

Customer insight and marketing automation powered by Segra Smart Wi-Fi™.

GAIN CUSTOMER INSIGHTS

Analyze identity data in real-time to better understand customer demographics, behavior, and traffic patterns.

IMPROVE MARKETING EFFORTS

Manage contacts, schedule email campaigns, and review performance to improve communication and increase sales.

REINFORCE BRANDING

Personalize the Wi-Fi customer journey from start to finish with feature-rich tools to showcase brand assets, voice, and tone.

BUILD CUSTOMER LOYALTY

Data collected can be used to grow business through loyalty programs, brand awareness, advertisements, and promotions.

DRIVE IMMEDIATE REVENUE

Collect payments for premium Wi-Fi access using built-in integrations and drive direct revenue through guest Wi-Fi.

ENHANCE USER EXPERIENCE

Offer a seamless connectivity experience for customers with a simple login process; allow unique access levels to members or VIPs with vouchers.

INCREASE NETWORK SECURITY

Protect back-of-house systems with a separate guest Wi-Fi network, add a layer of network security for yourself and your guests.

Guest Access

- Present a branded login experience
- Allow guests to connect via social, email, mobile number or custom survey.
- Create and define unique Wi-Fi access levels for VIPs, staff and guests.
- Allow access to predefined guest plans with payments or vouchers.

Guest Insights

- Analyze detailed guest data safely and securely collected through Wi-Fi access.
- Gain new understanding about guest loyalty, demographics, dwell time, device type and more.
- Export this data to enable analysis and improve overall marketing efforts.

