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The Intelligent Network:
WiFi



A key in today's in-store experience is the availability for a customer to connect to WiFi. Retailers are becoming more in-tune with the capabilities of AI platforms that open up the ability to interact with customers in the store during their shopping experience.

Using AI for Better In-Store Experiences

Challenges with traditional WLANs:



"Up" is not the same as
"good"



Difficult to troubleshoot, configure



Expensive to scale



Limited insight

Intelligent WiFi uses Artificial Intelligence (AI) to simplify WiFi operations, deliver amazing location-based experiences with virtual Bluetooth LE, and provide invaluable insight into shopper traffic patterns. It means you can interact with customers in a way unlike any other. Customers today are expecting personalized experiences, intelligent offers, and relevant information to their wants and needs.

Optimize for User Needs

Push Notifications

No matter where a customer is in the store, reach them with location-based on-demand notifications that deliver targeted content at the exact right moment in time. If you have a particular promotion on an item on aisle 10 or want to drive customers to a new brand while they're perusing a new display area, you can provide relevant content any time.

Location Based Services

With intelligent WiFi, you can deliver or protect information based on where a user or employee is. Offer turn by turn directions as a user navigates through a campus or restrict WiFi to secure-only areas. Greet customers when they arrive at your store or find available associates when a customer requests it.

Traffic Pattern Optimization

No longer are the days of bottlenecked networks or lengthy latency requests. Getting real-time analytics for usage, dwell times, visits, and behavior can make all the difference in a customer's purchase opportunity.

WiFi across Industries



Healthcare



Retail



Enterprise



Hospitality



Education



Airports



Finance



Casinos

Interact with customers through:

- Push notifications
- Security
- Location sharing
- Traffic analytics
- Asset tracking
- Automated check-in
- Local assistance

Analytics with Intelligence

Reporting on not just your network, but those that are interacting with it can provide highly valuable information on necessary fixes, best practices, and missed opportunities for revenue or customer interactions. Set and monitor specific customized service levels for customers, employees or staff such as doctors or nurses in the healthcare field. Automating SLEs can help to identify and correlate event troubleshooting needs across devices, domains, or users. Machine learning across the Access Points mean collecting integral data and policy information is simple.

Businesses today who rely on WiFi for their guests to connect to, their employees to rely on, or their staffed locations to operate through can find that learning WiFi is the answer. A network that supports real-time insights and intelligent interaction with customers can make a world of difference. From proactive AI-driven IT operations to Microservices around SaaS agility to speed, reliability, and big data support, intelligent WiFi can bring a new level of awareness to a business.

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