



ZeroICT Hotspot - Cafe



The Challenge:

Our customer owned a number of Cafes in CBD and suburban locations. They had noticed increased competition in the CBD was leading to lower revenue. They wanted to differentiate their cafes from the crowd to attract and retain regular customers. Due to tough times they had little budget to invest and needed to realise an immediate return.

The Solution:






ZeroICT provided a try-before you buy ZeroICT Hotspot that was installed in one of the city centre locations. Basic marketing information was left at the counter and on each table. ZeroICT also added the site to our WiFi hotspot databases and advertising campaigns.

After two weeks the cafe owner noted that a number of new visitors were coming to the cafe and using mobile phones, PDAs and laptops to access the free ZeroICT Hotspot. The owner of the cafes could see that the ZeroICT hotspot was leading to more regular customers especially lucrative business people holding meetings and ordering multiple coffees per visit.

When the free trial came to an end the owner was keen to install a ZeroICT Hotspot in each CBD location. However, they wanted to avoid any large capital investments. After comparing prices with the competition the cafe owner realised that ZeroICT Hotspots were the only ones available fully installed and supported for a small monthly leasing charge and were very cost effective.

The Cafe ordered ZeroICT Hotspots for all CBD locations and after 3 months installed ZeroICT hotspots across all of the company's cafes. When renewing the contract after 1 year the cafe owner and managers noted a significant proportion of their clients were using the Free ZeroICT Hotspots both in the CBD and suburban locations. The extensive ZeroICT Hotspot advertising campaign was frequently leading to new customers arriving at the cafes specifically because of the free WiFi.

The Benefits:

-  Increased Revenue and profitability due to overall increase in customer visits and marked increase in hi-spend business visitors.
-  New visitors coming specifically for the ZeroICT Hotspots.
-  Cafe's websites elevated in search engine rankings due to the ZeroICT Hotspot advertising further increasing customers.
-  The Cafe owner now commissions a ZeroICT hotspot at each new location and has referred the service to many of his associates.
-  The Cafe owner and staff have no hassle, if there is ever a question for how to use the service, they point the customer to the ZeroICT support call centre or email address.



Call us now to arrange your FREE ZeroICT Hotspot trial!