



ZeroICT Hotspot - Retail Shopping Centres



The Challenge:

Our customer is one of the top 50 ASX listed companies and one of Australia's largest, most diversified property groups. With fierce competition, challenging market conditions and two premium retail centres due to open in Sydney's North our customer was looking to find value added services to attract both tenants and customers to these mixed retail/residential developments.

The Solution:

ZeroICT was engaged to install a pilot ZeroICT hotspot at the first location to prove the capability and demand for WiFi internet access at retail developments. Despite some challenges with strata and council planning policies, access points were installed to provide full coverage within the complex.






A number of weeks after opening adoption and usage of the service was increasing. Customer and tenant feedback for the service was positive.

ZeroICT were then given the go ahead to install a more complex multi-level internal and external Hotspot at the second larger retail centre. ZeroICT worked with our customer, building designers and construction teams to ensure that the ZeroICT hotspot could be successfully installed without compromising the premium finish of the development.

ZeroICT provided all Occupational Health and Safety documentation and safe work method statements to install at heights in a construction site to ensure both the safety of our staff and other workers at the site. In the final stages before opening, ZeroICT Technicians installed the ZeroICT Hotspot and tested the service. During the initial opening phase of the retail centre ZeroICT provided marketing material informing the visitors that the service was there and how to use it.

ZeroICT provides quarterly usage data and sign up information to the customer for marketing and monitoring purposes

The Benefits:

-  Value added service that attracts both retailers and customers to both locations.
-  New visitors coming specifically for the ZeroICT Hotspots.
-  Retail websites elevated in search engine rankings due to the ZeroICT Hotspot advertising further increasing customers.
-  Additional marketing opportunities to registered users of the ZeroICT Hotspot
-  Fully supported service with dedicated 1300 and email support teams to manage all customer enquiries.

Call us now to arrange your FREE ZeroICT Hotspot trial!

