

CONNECTED BUSINESS

HOW A WIFI "CONNECTED BUSINESS" CAN GIVE YOU A COMPETITIVE ADVANTAGE

14 STATS AND TIPS

1

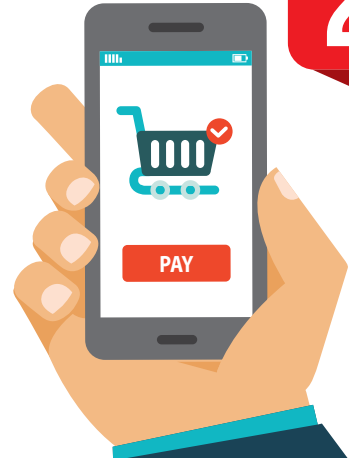


The number of Internet connected devices that people have is going up, especially in North America where the average person will have **13 Connected Devices** by 2021

2

50%

of consumers feel comfortable making a large purchase in-store if Wi-Fi access is available.



3



By 2020 it is predicted that **26.3 BILLION** devices will be connected to the Internet. The vast majority will use some form of wireless for access.

4

Free Wi-Fi is provided almost everywhere these days; restaurants, clothing stores, coffee shops, grocery stores and more. And Millennials expect the same from hotels.

IN FACT, OVER

75%

of Millennials expect to stream video in their hotel rooms

94%

of guests see hotel rooms without Wi-Fi as a deal breaker (4Hoteliers Infographic).

70.9%

of Millennials have stated that Wi-Fi availability affects their hotel choices in one way or another (USAToday).



5

By gathering digital contacts for your current customers, you can create targeted re-marketing campaigns for customer loyalty programs or other add-on services.



Ask customers to input their email address and any other relevant data in order to sign into your free guest Wi-Fi.

6



Mobile-influenced sales in-store have reached **\$593 BILLION**, with consumers who use a smartphone or other digital device during their shopping journey converting at a rate

40%

higher than those who do not use a device.

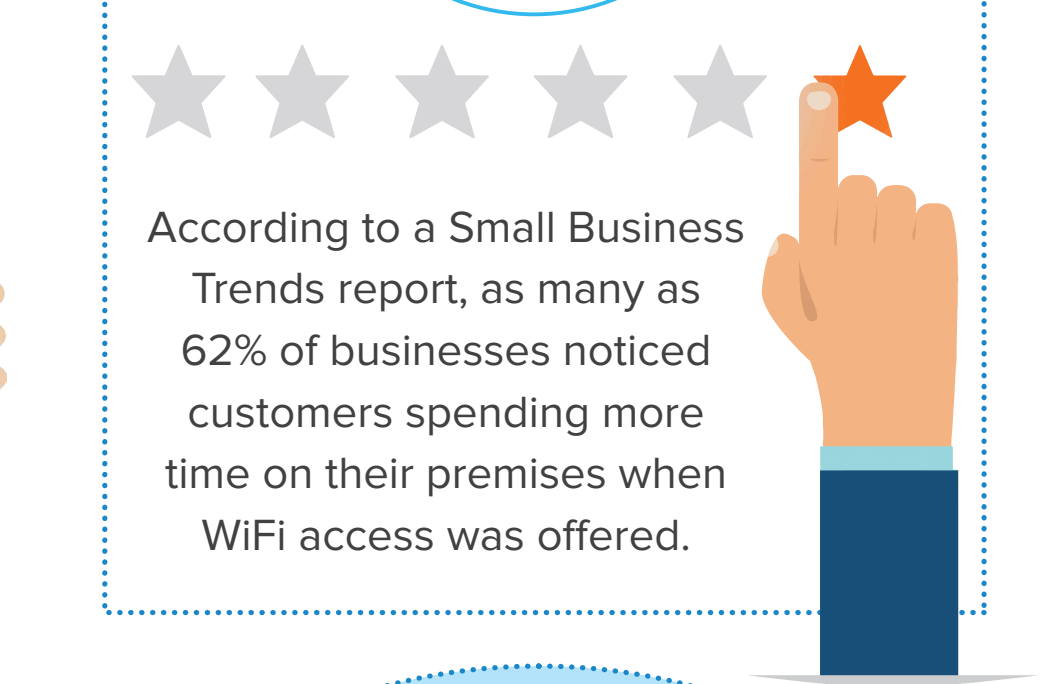
A connected workspace at your business attracts customers who want, or need to stay productive. Wi-Fi is no longer considered an amenity - It is an expectation of today's consumers.



7

62%

According to a Small Business Trends report, as many as 62% of businesses noticed customers spending more time on their premises when WiFi access was offered.



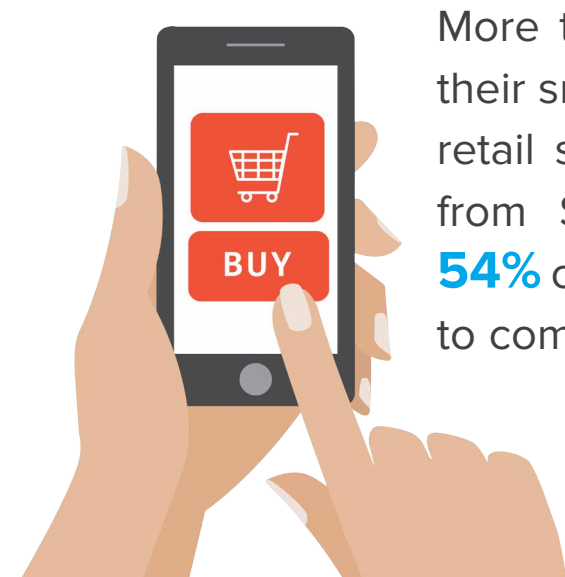
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9

As many as **62%**

of businesses pointed out that customers spend more time in their business if Wi-Fi access is offered.



10

More than **90%** of consumers use their smartphones while shopping in retail stores, according to a survey from SessionM. While more than **54%** of consumers use their devices to compare prices, others search for product information (**48.4%**) and reviews (**42%**).

Customers may not remember the product or service they purchased from a company, but they'll always remember if a company made them feel special by paying attention to the details. Since business Wi-Fi allows you to access customer data, consider using this data to provide exceptional customer service by creating a personalized experience.

11



With the right business Wi-Fi solution, your organization can go beyond the basic amenity of Wi-Fi and begin creating personalized experiences that lead to long-term customer loyalty.

12

A study by technology research and consulting firm the Yankee Group showed that **96 %** of respondents prefer businesses that offer free Wi-Fi. **79 %** of businesses say it helps keep customers happy while they wait for service.

13

The average American checks their phone **80 times** each day and Millennials check a Whopping **150 times** per day



14



71%

of all mobile communications flow over Wi-Fi

SOURCES:

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