

C&W Retail Analytics



Improve the positioning of your brand and increase your sales by knowing your customers better.

[Retail Analytics](#) is a comprehensive analytics solution that provides a customized portal, reports, statistics, graphs, activity logs, tracking of users, classification by gender, ethnicity, etc.

Get a high return on your Wi-Fi networks investment by making the most of the access to your customers' detailed data, increase customer loyalty, and generate additional revenue, all through the Wi-Fi network.

Take advantage of the information provided by [Retail Analytics](#) to perform marketing campaigns geared towards the preferences of your users. Also, increase sales and improve brand positioning.

Services

- Provisioning of services on installed equipment.
- Management of the service.
- Implementation of parameters and policies.
- Activation and deactivation of Access Points.
- Scalability capacity according to the client's growing needs.

Questions

- How can I benefit from my Wi-Fi network?
- How can I know my customer better?
- How can I reward my client's frequent visits?
- How can I identify opportunities to increase my sales?
- How can I improve the positioning of my brand?
- How can I customize my company's welcome portal?

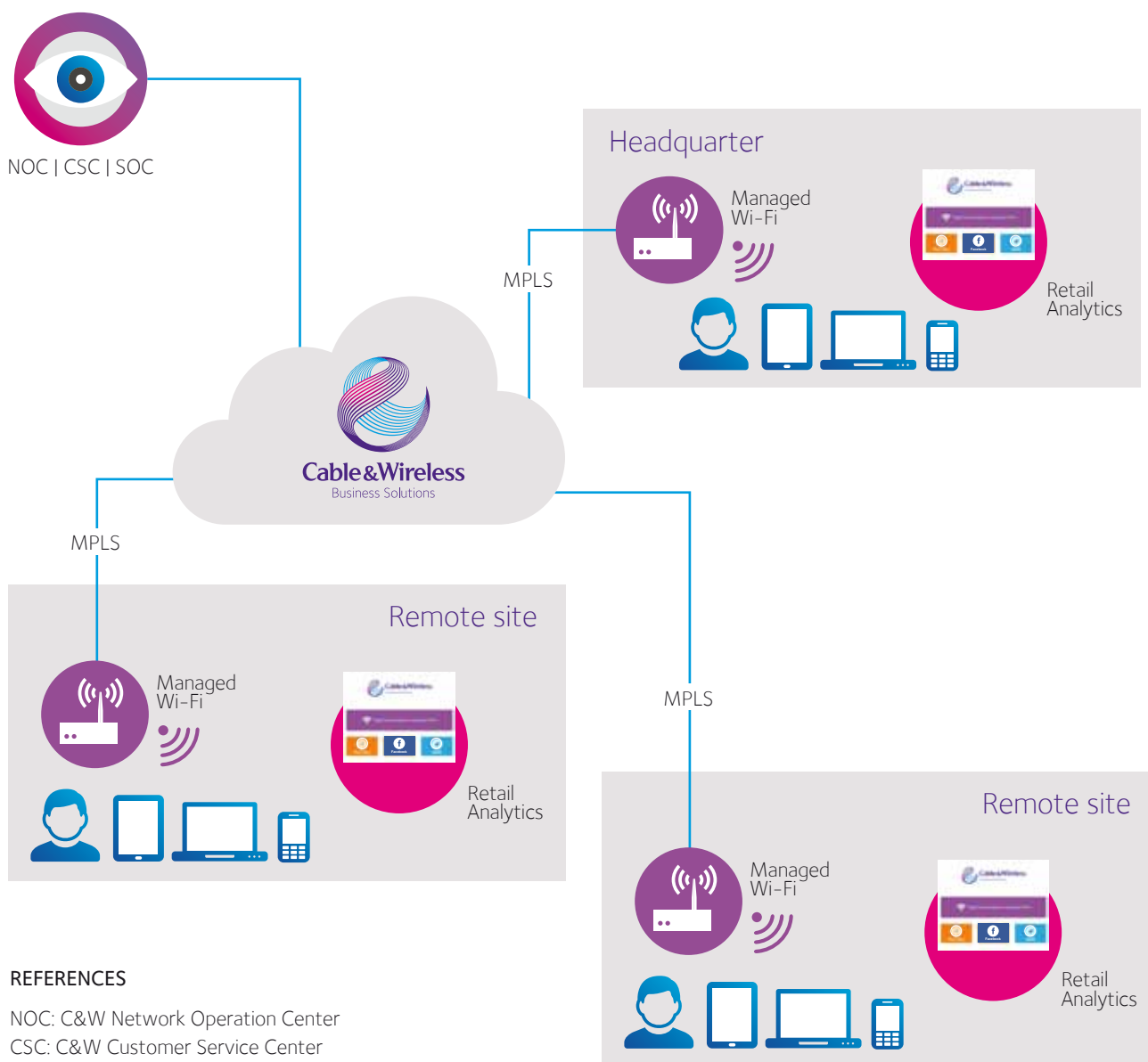


Benefits

- Support 24/7, 365 days a year by certified and qualified staff.
- State-of-the-art infrastructure with no upfront investment.
- The largest and most mature security network in the region.
- Uninterrupted service availability through a high-availability network.
- Reduction of costs and complexity of management policies.
- Behavior, gender, age, and other reports available in real time.
- Service Level Agreements that ensure the provision of the service.
- End-to-End Service Level Agreements (SLAs), including the Wi-Fi service and connection to the Internet.



C&W Retail Analytics Architecture



REFERENCES

NOC: C&W Network Operation Center

CSC: C&W Customer Service Center

SOC: C&W Security Operation Center

[Connectivity \(Internet\)](#)

[Managed Wi-Fi](#)

[Retail Analytics](#)