

WiFi: Examples of how we've solved business challenges

No matter where you are, you can usually connect to WiFi, whether that be in a café, train station, hotel, on the bus or at an event.

In the modern-day, wireless internet access is a service that is usually available everywhere, at all times. Did you know that more than **60% of businesses** reported customers spend more time in their shops when free WiFi is offered? But not all organisations offer it.

From a business perspective, offering a wireless internet connection can reap so many rewards. WiFi is an asset to any business, regardless of field or industry.

Organisations who invest in corporate, public and guest WiFi solutions grow and thrive. It allows customers to connect to your brand, and you can even directly influence their behaviour.

Rather than seeing it as an expense, those who see it as an opportunity will grow their business and increase customer satisfaction.

Below is a list of seven ways businesses can benefit from having a WiFi solution include:

1. Attract new customers
2. Sell more products and services
3. Offer guests secure WiFi access
4. Improve brand reputation
5. Gain customer data for marketing (GDPR compliant of course)
6. Increase staff mobility
7. Provide flexibility to work around the office

Examples of our business and event wifi solutions

We help a range of businesses with their [wifi solutions](#); from wifi for large indoor or outdoor events to secure guest access wifi within hotels. Below is a snapshot of different Wifi solutions we have supplied:

Southport Air Show event WiFi

The famous Southport Air Show, organised by Sefton Council, sees thousands of aviation fans every year head down to the seafront to catch a glimpse of all the aerial action over three days. AdaptiveComms provided WiFi to thousands of attendees, event suppliers and staff covering the full seafront (2 mi2) in 2019.

With our technology and expertise, and the huge hurdle of being on the Southport seafront, we created a complex infrastructure to enable bandwidth for guests, third party agencies, payment machines, entrance machines and more.



We delivered a WiFi solution to Sefton Council, better than any year before, flawlessly delivering value for our client and enhancing the visitor experience. Sadly due to Covid-19, the event didn't take place this year, but we're excited for 2021!

Liberal Democrat Spring Conference at Southport Theatre and Convention Centre event WiFi

Southport Theatre and Convention Centre is one of the largest and oldest conference centres in the UK. After a well planned and thoroughly surveyed implementation, we provided a blanket coverage WiFi to allow 750 delegates to access high-speed WiFi via their smartphones, tablets, and laptops.

This included the provisioning of 1GB connectivity to the internet and upgrading the internal network of the centre to ensure no loss of speed throughout the site.

Delegates could access their emails, keep up with news and current events, and participate in a simultaneous, online poll, amongst other activities over 3 days. We also provided a stable physical connection to allow live streaming to Facebook for external viewers to watch the conference online.

Bliss Hotel (formerly Ramada) internal and guest WiFi

We provide Bliss Hotel (formerly Ramada) with a 100MB internet link and internal Wi-Fi solution which marries a guest and work network, giving all users access throughout the building, including the car park and stairwells.

Guests can now access high-speed, controlled broadband for their work or leisure whilst the hotel can ensure that the work infrastructure is prioritised.

As part of this solution, we assisted in the set-up of handheld and tablet-based devices for point of sale and order taking in the restaurant, which accesses the internet via their own hidden, secure Wi-Fi subnetworks.

Southport Premier Bowl and Laser internal and guest WiFi

We tackled long-standing poor internet access and patchy public Wi-Fi for Southport Premier Bowl and Laser. Issues included frequent outages of connectivity and a consistently slow broadband connection which caused particular problems with their 'on-line' booking platform. They also had an old phone system which was limited and had audio issues – particularly in the often loud foyer.

This left a situation where they couldn't rely on the internet for their bookings and often couldn't hear the customer when they rang up to book over the phone. AdaptiveComms installed a connection to the internet via a leased line and set up both their internal and public networks to allow them a secure work network with a designated prioritised bandwidth and a separate public network.

Our solution allowed for a much smoother work experience for the staff when using the internet and gave their customers access to high-grade Wi-Fi.

The quality, speed, and stability of the broadband connection was good enough to allow the phone system to be replaced with a fully [hosted system](#) which was not only superior to their existing system but relatively inexpensive.

For more examples of our wifi solutions or to speak to our expert team for your business wifi or event wifi, get in touch today.