



solution brief

SkyFii

Next Generation WiFi For Smart Retailers

Introduction

SkyFii helps Malls and Retailers understand Big Data and use insights to drive customer loyalty and sales. Their proprietary technology platform captures, analyzes and optimizes rich customer behavioral data and provides retailers with the means to better understand and engage with customers. SkyFii leverages Ruckus Smart Positioning Technology (SPoT™) running on Ruckus Smart WiFi infrastructure to capture accurate, timely location data to enable location-driven analytics and engagement.

Together, SkyFii and Ruckus maximize the value of public WiFi to drive customer loyalty and sales while also delivering a high performance, easy to manage WiFi infrastructure for guest access and to support in-store applications. SkyFii HQ One is the control center for a complete digital ecosystem in the physical retail environment that delivers new customer insights and engagement opportunities.

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SkyFii HQ One helps venues connect, understand, engage, and retain customers.

Customers can connect via WiFi or Bluetooth Low Energy (BLE) Beacons embedded in or monitored by Ruckus APs. Amenity WiFi helps keep mobile shoppers connected while also creating a new engagement channel and delivering rich insights based on actual customer behavior.

Retailers or Mall operators can better understand their customers through visibility into shopping patterns both online and onsite. They can develop deeper insight into customer segments through demographic and behavior-based profiling.

Venue owners can intelligently engage with shoppers via either content delivery to their smartphones or through social media marketing. SkyFii HQ One, a campaign management platform, can schedule and deliver real-time personalized content via email, SMS, WiFi or mobile applications to draw people into the store or venue. It can help encourage purchases by targeting the right message to the right person or segment at the right time using synthesized customer data. It even measures campaign results so that merchants and others can optimize content delivery and refine targeting criteria. At the same time, SkyFii HQ can also help build brand advocacy and drive in-venue and online traffic through social media marketing platforms.

Finally, SkyFii helps retain customers via mobile loyalty and rewards capabilities. It can close the loop on customer location and demographic analysis by also capturing POS data. Venues can then run rewards programs based on both location and purchase behavior to build enhanced loyalty and drive online and in-store purchases.

SkyFii's HQ One Suite is an easy to use, cloud-based platform that delivers location analytics and full control of your engagement programs right to your desktop. The dashboard is fully customizable and can be configured to send instant alerts and notifications, and can also integrate additional data sources such as loyalty programs and POS, and export data.

SkyFii HQ runs on top of Ruckus Smart WiFi to deliver a premium experience for users while also providing a new and powerful marketing platform for venue owners and managers. It helps build a customer database and leverages multiple data sources to create rich insight. It provides a new customer touch point in the most valuable location of all – in your store – where you can now leverage the analytic power of online with the immediacy and interest of in-store.

SkyFii HQ is deployed in over 100 shopping centers and 2200 retail malls on four different continents. Ask your Ruckus reseller, or visit www.SkyFii.com, for more information.

