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RETAIL NETWORK
OF THE FUTURE

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Digital transformation has put more power in the hands of the consumer, having huge consequences for retailers. There is no denying that physical stores have faced significant changes over the last few years, and a shift in consumer shopping behaviour toward a preference for online experiences has only accelerated due to the events of the past two years.

As a retailer, you face challenges in providing the best experience for your customers (and employees), increasing productivity, and limiting security threats both virtually and physically.

Online shopping and the in-store environment are no longer separate spaces for today's consumers. Thousands of mobile devices accompany their owners into UK stores each day, helping them compare prices, research products, visit your website, browse online, or connect with friends.

This proliferation of devices gives retailers an opportunity to connect more deeply, meaningfully and profitably with customers, and yet despite this, many retailers are failing to take advantage of technology that they may already have, risking a decline in footfall and too many customers leaving empty-handed.

Cloud-managed wireless technology for the shops of tomorrow

Consumers expect reliable WiFi connectivity to surf their smartphones and make video calls to their friends while they're shopping. However, WiFi is no longer just a retail tool to 'keep customers happy'. As technology moves on, so too does the level of sophistication of what can be achieved.

At Daisy, we can provide a WiFi infrastructure to modernise the in-store experience by combining our own cutting-edge technology with Cisco Meraki. A cloud-based network management solution that allows you to easily deploy, manage and control your network, Cisco Meraki's "full-stack" solution can govern all your networks, from internal networks to in-store WiFi, CCTV, desk phones and company mobile devices – locally, regionally and globally.

No matter how many sites are in operation (such as warehouses, logistics centres, offices or stores), Cisco Meraki's simple tools give a comprehensive level of control that makes a huge difference in maintaining a competitive edge in a changing landscape.

Not only can you capture customers' contact details for future email marketing campaigns, but you can also build up a profile of how they use your business. You can create statistics and reports regarding who has accessed your public-facing WiFi and get a breakdown of that activity. This functionality is already being implemented across shopping centres in the UK, and it allows retailers to develop tailored marketing campaigns to target different customers with sales messages likely to interest them.

Additionally, you can utilise heat-mapping and location analytics to understand the customer journey within a store, or leverage computer vision and machine learning technology by integrating Cisco Meraki MV smart cameras for person counting and detection.

Ten reasons retail businesses like YOURS choose Daisy and Cisco Meraki

Cisco Meraki technology delivered by Daisy saves time and reduces operational costs, allowing retailers of any size to focus on what matters most – the customer. Daisy's partnership with Cisco has already helped some of the biggest names in UK retail keep up with market changes, learn more about their customers, bolster brand affinity, and provide first-class customer service. Here's how:

Click on the reason you'd like to learn more about.

1
Capture valuable customer data through guest WiFi

2
Be hyper-responsive to customer actions

3
Optimise store layouts

4
Provide a rich in-store experience

5
Simplify the payment process

6
Increase staff mobility

7
Keep an eye on everything from a single dashboard

8
Protect your employees and customers

9
Simplify and streamline your Level 1 PCI audit

10
Keep sensitive data secure

Ten reasons retail businesses like YOURS choose Daisy and Cisco Meraki

1. Capture valuable customer data through guest WiFi

The first thing customers see when they connect to in-store WiFi is a fully-branded registration page or "splash page". Here, visitors are required to share their details, such as name and email address, in return for Internet access. You're also given access to detailed analytics, which tell you who exactly has visited your site, when they did it, where in the store they're spending their time and whether they're a returning customer.

2. Be hyper-responsive to customer actions

As soon as a customer connects to your public-facing WiFi, you can tap into their preferences and purchase history. The customisable sign-on splash page can significantly help you boost your marketing efforts by allowing you to push personalised adverts or vouchers directly to your users' smartphones or even direct them to an app or website.

You can also utilise digital signage and location-based services to increase footfall and push customised promotions to their device, depending on what they're viewing or where they're located – helping boost sales conversions.

3. Optimise store layouts

Using location-based services such as WiFi and beacon technology, you can capture customer data and track their in-store behaviours even when they don't make a purchase, to understand how to best position your products to encourage and increase the chances of a sale.

4. Provide a rich in-store experience

Increase customer dwell times by providing guests with a seamless WiFi service that delivers a richer experience. Not only does this encourage them to share with others and amplify your social presence, but most importantly, it increases their average basket spend.

Use your wireless network to enhance the physical experience for your customers. "Wayfinding" applications provide interactive maps on customers' devices that help them find what they're looking for more quickly and access additional information and services to a specific location.

5. Simplify the payment process

Reduce queues, waiting times and the risk of abandoned sales by equipping your floor staff with mobile POS devices so that they can complete customer transactions over the WiFi there and then, anywhere in-store – removing the reliance on paper receipts.

Ten reasons retail businesses like YOURS choose Daisy and Cisco Meraki

6. Increase staff mobility

Providing staff access to a secure, high-speed private corporate WiFi network gives them the required connectivity to use handheld devices in large warehouse environments. This helps reduce your reliance on paper-based reporting and will give your shop floor staff access to real-time inventory levels, limiting 'out of stock' scenarios that result in lost sales.

7. Keep an eye on everything from a single dashboard

Daisy's Engage platform provides an end-to-end guest WiFi portal that combines seamlessly with Cisco Meraki networks. Its captive portal allows customers to access your WiFi via Service Set Identifier (SSID), social media or other means. Capturing key customer data will enable you to recognise and engage returning customers, helping to tailor their in-store and offline experiences, while data feeds can integrate with your CRM and other systems to support marketing activity.

You can view the data captured by Daisy Engage in chart form via your dashboard, cut according to device type, time frame, individual stores, geographical regions and more.

8. Protect your employees and customers

You can add Daisy WiFi Protect, a cloud-based security filtering package, on top of your WiFi service to give you peace of mind that anyone (staff or guests) using your WiFi will have a safe experience. The solution detects and blocks network threats and allows you to filter what content can be accessed and what needs to be blocked – including direct competitors' websites.

All our WiFi solutions are certified by the "Family friendly WiFi alliance" – the industry-agreed standard for interoperability, security, and a range of app specific protocols.

9. Simplify and streamline your Level 1 PCI audit

Maintaining payment card industry (PCI) compliance can be a complex task. Retailers need to securely host the data created from card payments with a PCI compliant hosting provider. The Cisco Meraki dashboard allows users to run detailed reports that show areas of compliance and make suggestions as to where there are failures. In the case of a failure, guidance is provided on what network settings need to be changed in order to successfully comply. The report can be filed away or given to an auditor.

10. Keep sensitive data secure

Cisco Meraki networks allow you to assess security effectiveness around your business while monitoring compliance with PCI, GDPR and other standards. Third-party auditing and penetration testing, plus user-scheduled, over-the-air firmware updates, ensure sensitive customer and financial data stay private. Additionally, you can enforce encryption and apply security policies on end devices, plus remotely wipe devices to protect sensitive data in the event it's lost or stolen.

Start transforming your stores today

Retailers need an IT partner who will take a holistic approach to their business, ensuring that the right strategy is in place before selecting and implementing a new solution. By working with Daisy, you will have the expert guidance and support you need to navigate the complexities and challenges of today's market.

As a Cisco Gold partner, we are ideally placed to help you digitally transform. We can help you simplify your IT management while improving the customer experience, from guest WiFi to inventory management to loss prevention, and everything in between. We can provide retail networks with an end-to-end WiFi solution including infrastructure (on-site or hosted), data capture with our Daisy Engage platform, content filtering with Daisy Protect and a fully-managed service if required.

In addition, our long and successful history of working with the world's leading technology vendors and experience in bringing all elements of technology together across connectivity, cloud and communications, means we continually help retailers serve their customers better, improve operations and explore new ways of doing business. Whether that's flexible infrastructures to ensure their online presence always remains online, implementing data science and analytics to get real value out of their data, or connecting and aligning individuals, teams, and departments with secure and manageable devices.

Talk to us about your requirements and how we can help:
enquiry@daisyuk.tech
0344 863 3000

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