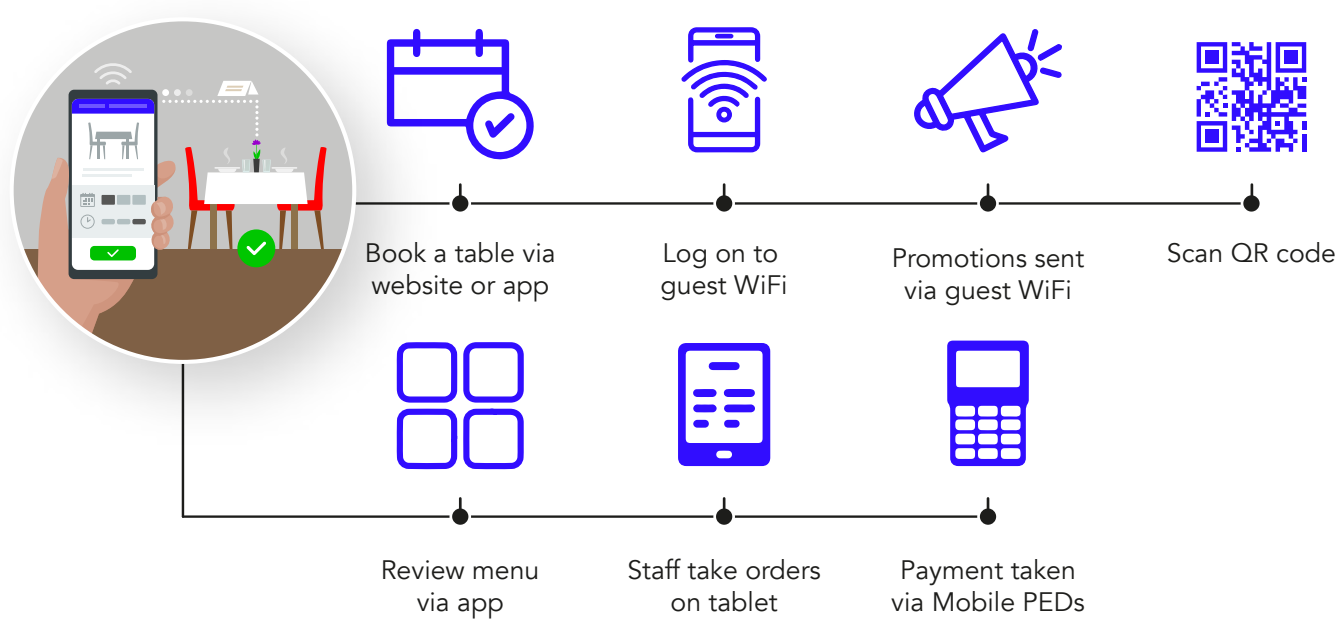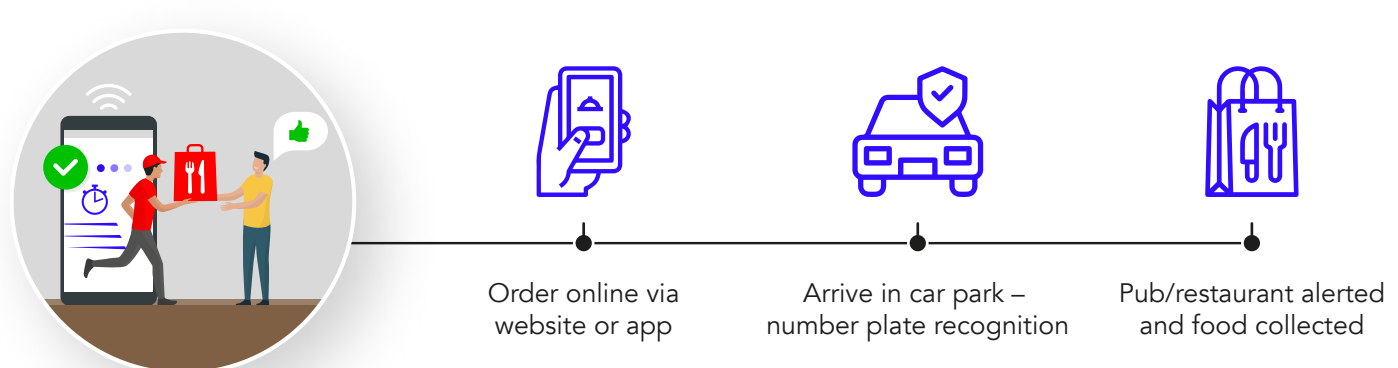# HOSPITALITY NETWORK OF THE FUTURE

Transform your customer experience, increase staff productivity, and mitigate operational risks to stay competitive with a future-proof IT infrastructure from Daisy.
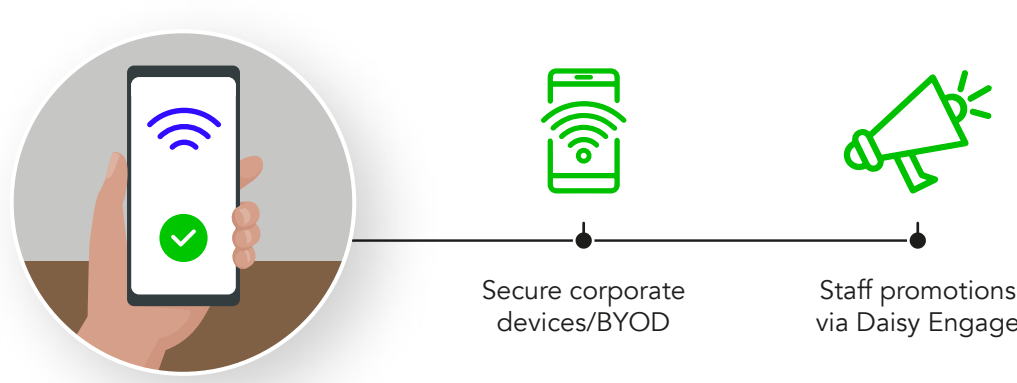
THE CUSTOMER JOURNEY

TABLE BOOKING

- Book a table via website or app
- Log on to guest WiFi
- Promotions sent via guest WiFi
- Scan QR code
- Review menu via app
- Staff take orders on tablet
- Payment taken via Mobile PEDs

CLICK & COLLECT

- Order online via website or app
- Arrive in car park – number plate recognition
- Pub/restaurant alerted and food collected

THE STAFF JOURNEY

- Secure corporate devices/BYOD
- Staff promotions via Daisy Engage

THE HOSPITALITY MENU OF TECHNOLOGY AMBITION

Pre-visit
- New booking channels (e.g. Tastecard, OpenTable)
- Online/contactless menus (e.g.TripAdvisor contactless menu update, QR codes in venues)

During visit
- Contactless tipping
- Increase in contactless payments
- Track & trace applications

Employee wellbeing
- Homeworking – video conferencing, collaboration tools, online calls/helpdesks
- Requirement to quickly communicate with remote workers

To compete then lead
- To maximise the customer experience without impacting core applications
- For the customer to have a great experience when using own devices in a pub or restaurant
- Unlock technology that can influence the experience
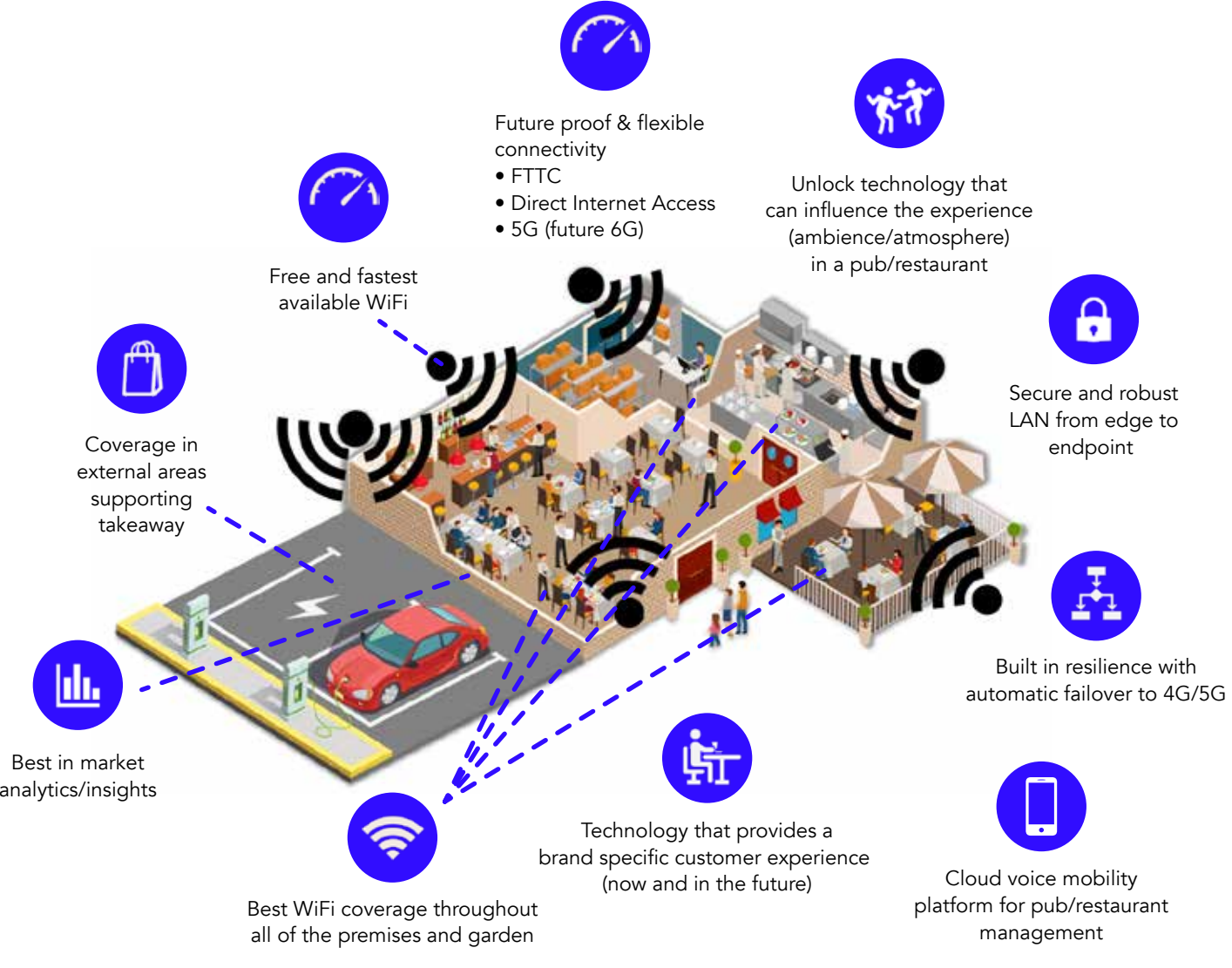- Access customer behavioural insights and analytics

To drive performance
- Enable solutions that drive staff time with customers
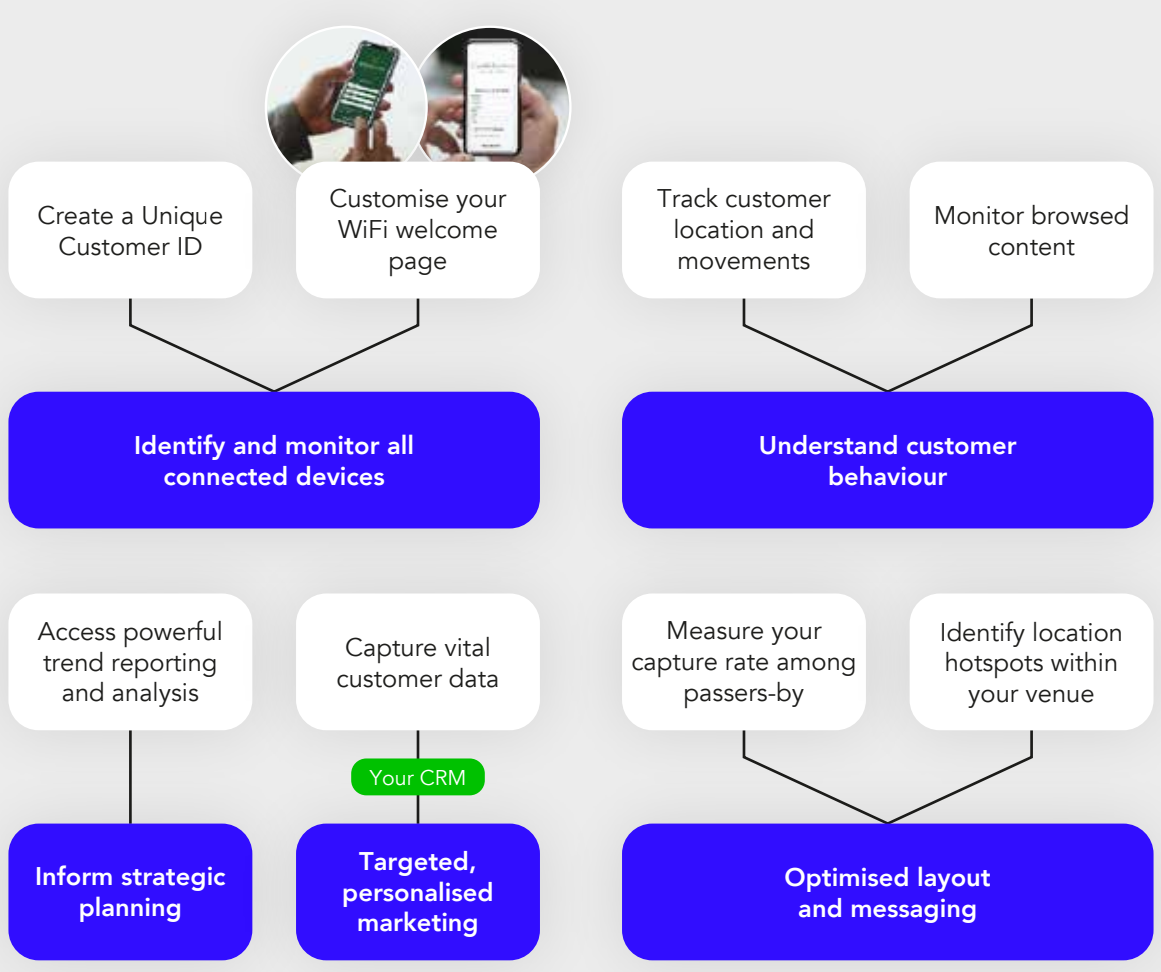- Support ambition for market-leading integrated EPoS systems
- Roll out "Hospitality of the Future" technology

To future-proof
- The ability to scale out IoT devices (e.g. fryers, fridges etc.)

WHAT WE CAN DELIVER?

- Future proof & flexible connectivity
  - FTTC
  - Direct Internet Access
  - 5G (future 6G)
- Free and fastest available WiFi
- Unlock technology that can influence the experience (ambience/atmosphere) in a pub/restaurant
- Coverage in external areas supporting takeaway
- Secure and robust LAN from edge to endpoint
- Best in market analytics/insights
- Built in resilience with automatic failover to 4G/5G
- Best WiFi coverage throughout all of the premises and garden
- Technology that provides a brand specific customer experience (now and in the future)
- Cloud voice mobility platform for pub/restaurant management

HOW WiFi CAN HELP

- Create a Unique Customer ID
- Customise your WiFi welcome page
- Track customer location and movements
- Monitor browsed content

- **Identify and monitor all connected devices**
- **Understand customer behaviour**

- Access powerful trend reporting and analysis
- Capture vital customer data
- Measure your capture rate among passers-by
- Identify location hotspots within your venue

Your CRM

- **Inform strategic planning**
- **Targeted, personalised marketing**
- **Optimised layout and messaging**

Visit daisyuk.tech/wifi-lan/ or speak to one of our specialist today: enquiry@daisyuk.tech
0344 863 3000

daisyuk.tech