Picopoint Solutions
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Our vision & mission

To offer ambitious clients a new and flexible touchpoint

to generate longterm value

through onpremise WIFI

with smart campaign- and analyticstools.

What we deliver

EASY ACCESS WIFI

Wifi access by various login methods with branded landing pages.

MARKETING AND BUSINESS INTELLIGENCE

All the customer insight reports and recommendations.

MOBILE MARKETING

Marketing campaigns and offerings based on the loyalty of your customers.

We choose WIFI

Customers perspective

- Better reception than 3/4G

- Better speed than 3/4G

- No concerns over data packs

- Relevant offers and communication

Business perspective

- Data ownership

- Increased shoptime

- Higher customer satisfaction

- Relevant offers and communication

Your benefit: run a real life website

You can now manage your instore traffic like **online marketing**:

> more insights + more interaction + more sales

▶ Yet keep your unique personal touch through the onsite salesforce!

What if…

… you could pinpoint your inshop customers, even if there is no transacion?

… you could easily implement a brand new touchpoint, without the hassle of a new technology?

… your most important POS material (digital) was easily managable regardless of nr. of branches or distance?

… you could connect the real world of your local branches, with an existing digital workflow, data and campagnes?

How does this work?
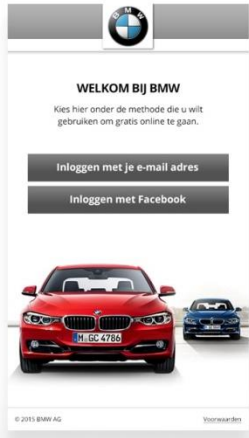

User

Branche(s)

Enabler

Owner

• Several branches
• Several AP's/beacons per branche

• Support
• Access
• Analytics
• Marketing

• POS database
• CRM database
• Loyalty program
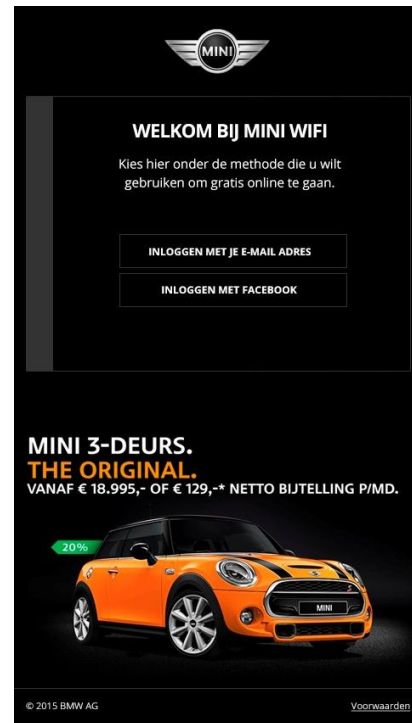• etc

1. Customer selects WIFI network (supported by instore signing)

2. A custom login page automatically appears:

   - Custom form
   - In app (SDK)
   - Facebook (API)
   - SMS
   - Email (opt in)

3. Sign in only needed once
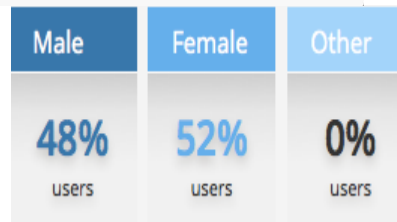
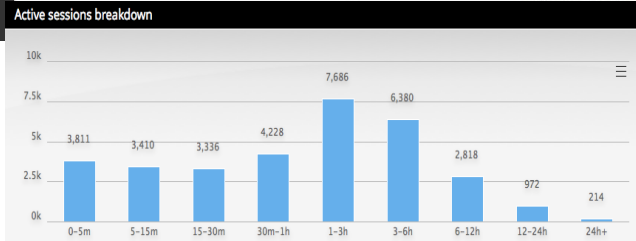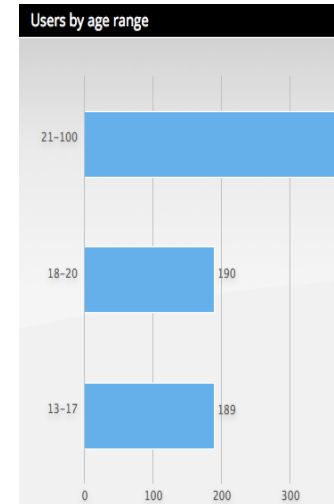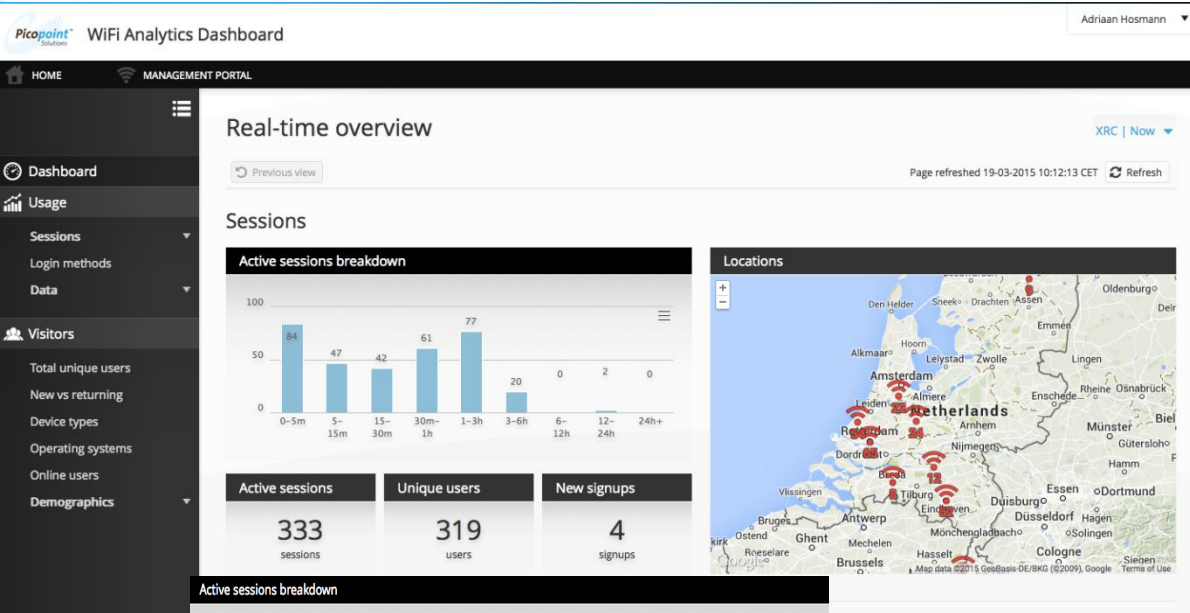4. Automatic recognition of returning users

WIFI marketingstack

value

5	Datamanagement
4	Marketing & interaction
3	Analytics
2	Customer recognition
1	Wifi infra

Marketing and sales:
Generating long term value:
• knowing who visits your store, and what they do
• interacting with your customer
• integrating shop- and customerdata with your enterprise workflow

Commodity:
Providing a service

Branded and custom look-and-feel
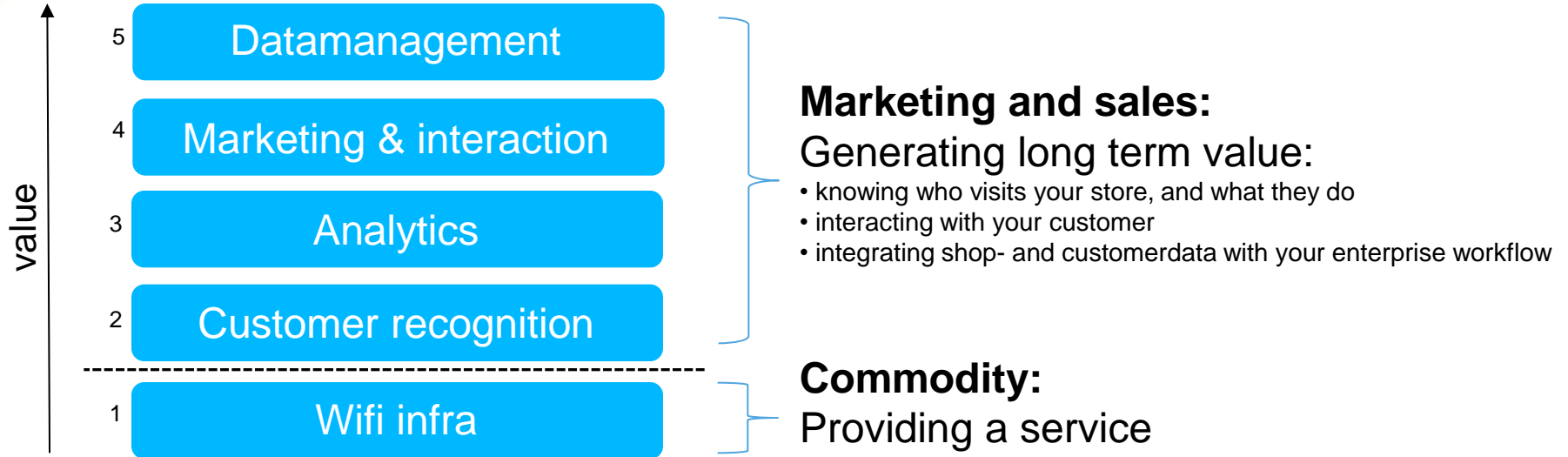
Flexible analytics dashboard

Proximity- and heatmapping
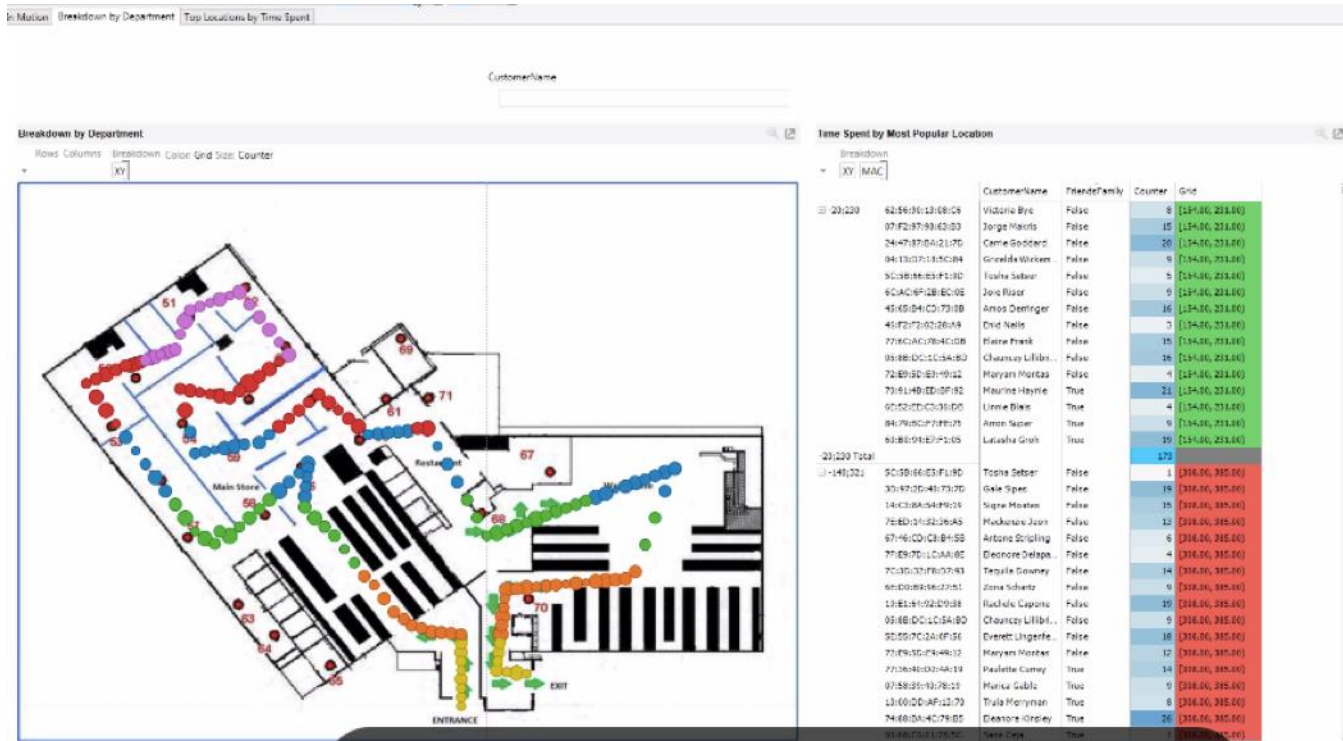
Location based marketing

Questionnaires, etc.

Our customers