



High Density WiFi Usage



WDSi Group

“WDSi have delivered Public WiFi networks across all of our gyms and have ensured they are able to handle the high volume of members we have using the service on a daily basis”

We now see across all industry sectors that WiFi is considered by our customers and their customers as a hygiene factor.. One of the areas where we see the biggest demand for WiFi is in environments where there is a high density of users.

Some examples would be:

- Hotels
- Leisure complexes/Gyms
- Student Accommodation

2. Gym Environments

This is an area where WDSi have deep rooted experience, we have designed, installed and supported WiFi networks into two of the largest gym chains in the UK. Both very different in terms of the service offering they make to their members.

One is a high end environment, in premium areas, using top quality equipment. Membership fees are above the average and users expect a good service for those membership fees. The other is a low cost, zero joining offer where the only cost is a monthly membership fee.

3. The Challenge

Mobility

Both customer have clients that once inside the gym environment are constantly moving around, this means that any WiFi option needs to ensure that as the member moves their connection is seamless across all floors.

Insight

One of the organisation has been keen to use the availability of WiFi as a method of capturing customer insight and using it to drive some ROI, we were charged with considering how the WiFi may be utilised to achieve those aims.

Available on demand

These days there is a need for immediacy, customer expect to be able to get online as soon as they are on-site with minimal requirement for registering.

Control

Currently, both organisations choose to provide their WiFi free to users but this comes with some challenges in terms of controlling excessive usage, we were required to provide a solution that gave some control over data usage and control over access to in appropriate sites or sites where data consumption can be high.

4. The Solution

Customer Experience

We proposed that the customer opt for branded landing pages so that they could drive brand awareness with members.

Control

Customers are required to re-register every two weeks, this ensure that lapsed members do not continue to use the service and that non-members cannot get access.

Streaming, data usage and access to inappropriate content are all controlled via our content filtering service. Which ensures that end users do not misuse the service and that compliance around Government guidelines for WiFi usage is adhered too.

Support

All WDSi customers sign up to a support service. Through this service we deliver on going monitoring, virtual and on-site engineer support and dedicated project management over the life of the project.

Dedicated project management

As with all WDSi WiFi projects, customers will have a dedicated project manager that joins the process once the technical pre-sales team have passed the project to the Technical Delivery team. The project manager will then be the lead contact in ensuring that the solution is delivered on time and to expected level of quality.

The project manager will also provide an essential bridge between you and those working on the physical delivery of your solution. They will remain close to the project until the project is closed and passed to the In-Life team.

5. Review

Gym WiFi has been an enormous success for our customers. Both have seen massive take up of the service, in fact one customer has seen over 300,000 sessions take place since the start of the service approximately two years ago.

Both have multiple gym sites across the UK and are adding to that number every month.

We continue to look at ways in which our customers can not only capture additional insight through the registration process but capture registration data so that they can drive other marketing messages through to the customer via the contact details they have provided.