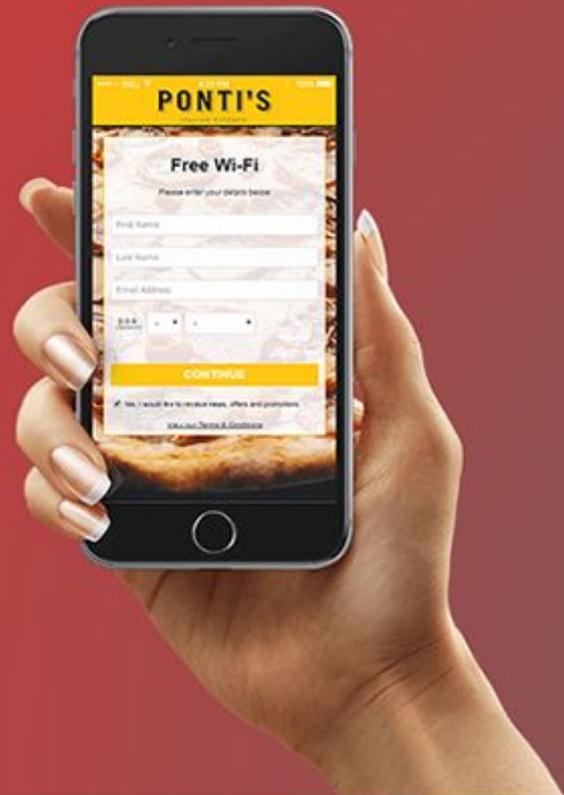




The Wi-Fi system that boosts loyalty and profit in venues of all sizes.

A simple solution for venues and network companies to manage a public Wi-Fi.



Market

Industry Facts About Guest Wi-Fi

Guests overall strongly agree that they would be willing to pay much more for significantly improved services such as Internet connectivity, comfortable beds, and responsive employees.



34% say free Wi-Fi is the number one factor in choosing a hotel even on leisure stays.



66% indicated free Wi-Fi is the amenity they most wish would become standard at all hotel.



On average, a business traveller has 5 internet aware devices.

56% of respondents said free Wi-Fi was their number one must-have when traveling for business.

Market

Validation & Market Size



Hospitality Industry is 4th largest in the UK representing 10% of gross value added to GDP, equivalent to £143 billion.

Numbers:

Restaurants in the UK:

75,000 

Hotels in the UK:

45,000 

Year-over-year Growth:

Eating and drinking-out market:

6.9% 

Sharing economy in hospitality (AirBnB):

54% 

Pain points

Problems

Businesses are not recognising that high speed internet is the primary desired amenity for customers.

01 Customers want WiFi
They need fast and easy access

Handling both COVID-19 Track & Trace check-ins and customer marketing data is time consuming

02 Admin is expensive
Automate your COVID-19 check-ins, and integrate opt-in data with your CRM

No affordable/easy way exist to setup splash pages with Thank You pages, integration with any hardware, and with loyalty.

03 Competition does not listen
Tools are not in line with actual needs



Pain points

Currently, clients have three bad options

DIY

Cheap

High error rate

Poor customer experience

Network companies

Expensive

Takes too much time to implement

Poor support

No focus on marketing value

Competitor companies

Expensive

Clients are unsure of actual monthly costs

Focus more on features than on value or simplicity

Product

Solution



Delight customers with
bespoke wifi connectivity



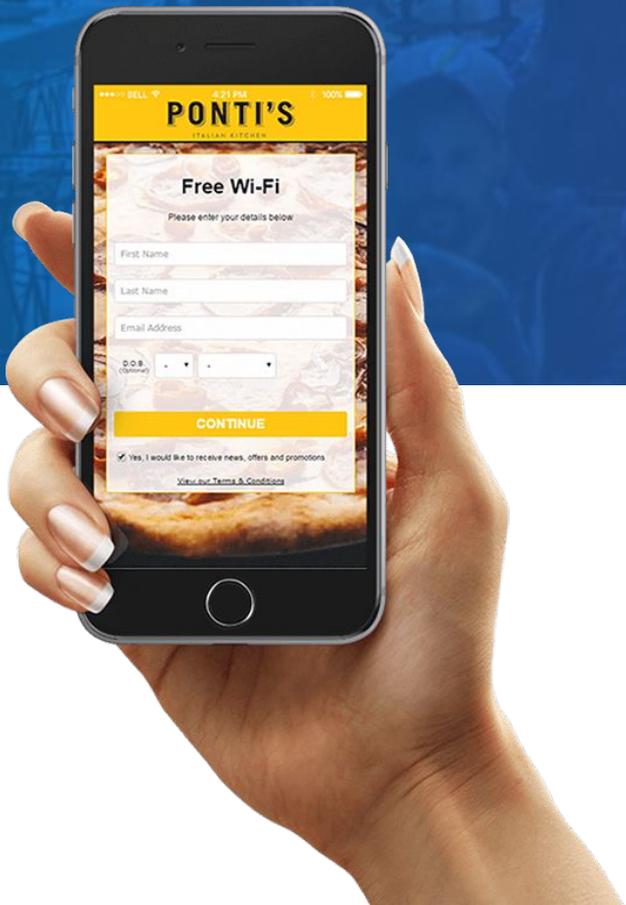
Guide them seamlessly into
your marketing funnel



Boost re-engagement,
upsells, and loyalty

Fydelia

Customers that you know are the highest value customers. Fydelia increases return visitors by offering low friction WiFi signups, loyalty benefits and promotions. It is an easy to use self-service app to create and provide powerful leads and insights to your marketing team.



Pick and customize templates



Simple payment model with no hidden costs



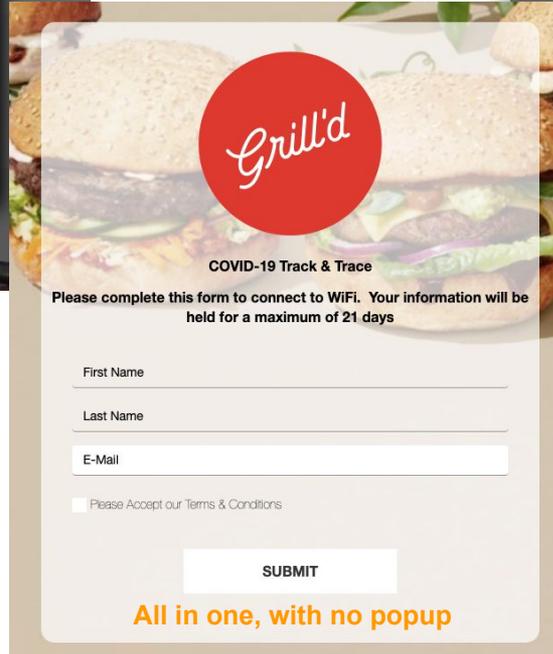
Setup login methods for customers



Automated COVID-19 and marketing data

COVID-19 Track & Trace

Customize your check-in flow



Grill'd

COVID-19 Track & Trace

Please complete this form to connect to WiFi. Your information will be held for a maximum of 21 days

First Name

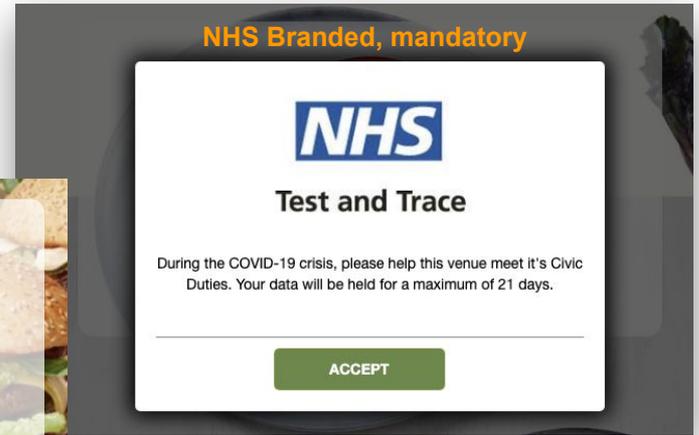
Last Name

E-Mail

Please Accept our Terms & Conditions

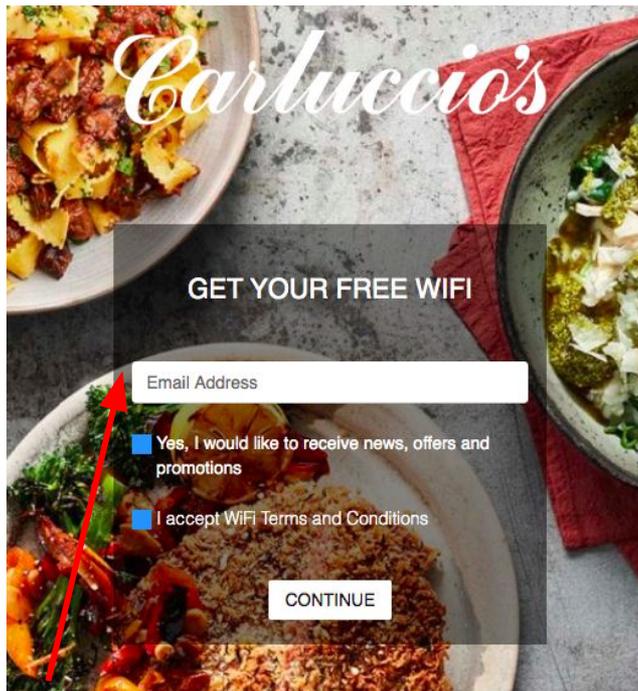
SUBMIT

All in one, with no popup

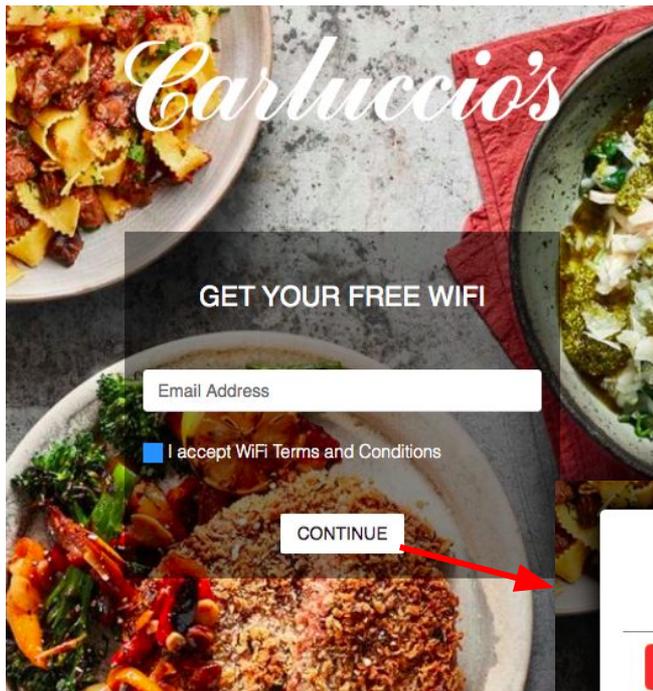


Eliminate your admin overhead with highly customizable built-in Track & Trace features

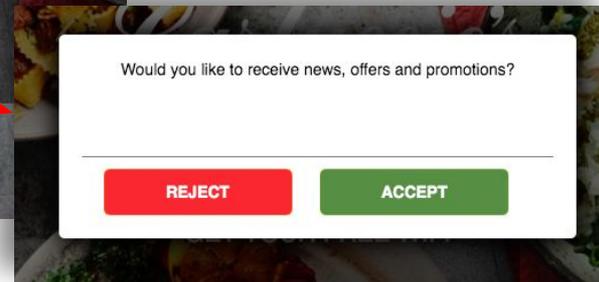
Grow your opt-in marketing database



Traditional tick boxes yield around 13% opt-in for marketing



With Fydelia's two-step opt-in, yield increase to 75%+



Splash page activity

🏠 Dashboard

📊 Behavioural

★ Loyalty

📈 Footfall

▸ Impressions per AP per day

▸ Submissions per AP per day

📶 Access Points

▸ Client Report

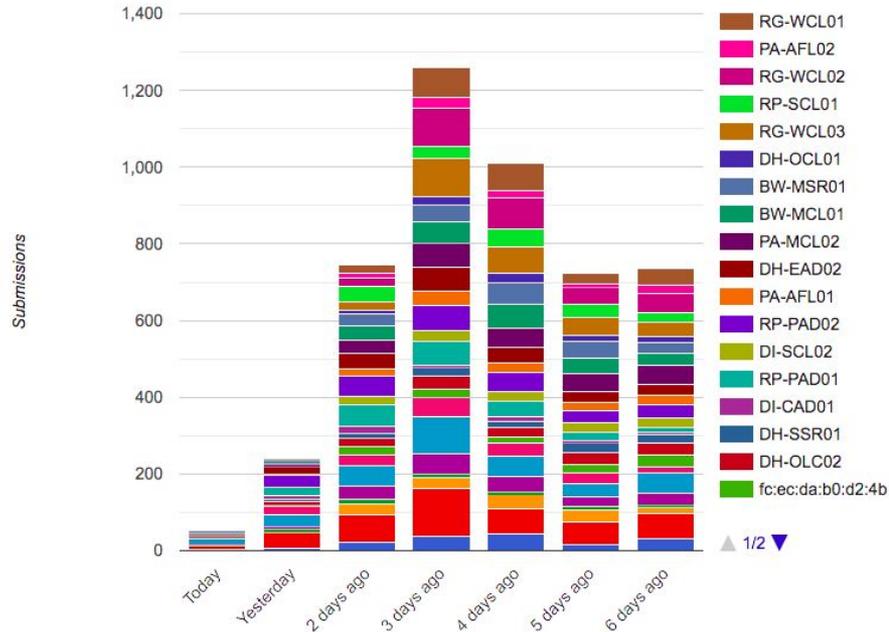
📄 Download visitor data

👤 Remove personal data

Data for: All splash pages on this account ⓘ

📶 Tag access points

Submissions per Access Point per day



Impressions* are people who saw the splash page, and submissions (sign-ins) can be shown per site or even per access point in larger venues.

*Impressions not shown in this image

Logical grouping of zones

Dashboard

Behavioural

Venue activity

Loyalty

Footfall

Access Points

Client Report

Download visitor data

Remove personal data

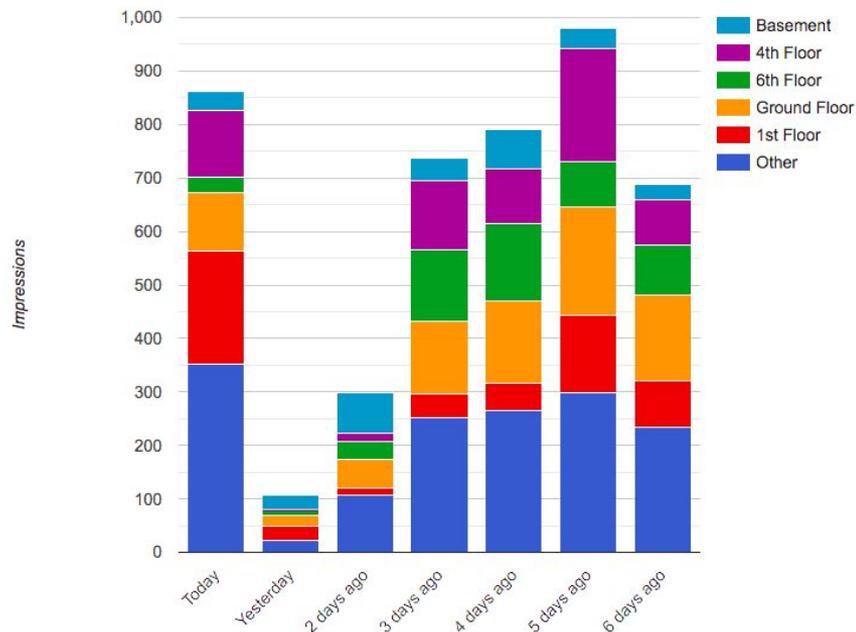
Data for: All splash pages on this account

Tag/Group access points

Venue activity



It appears you didn't group all Access Points. Grouping helps you understand guest behaviour. [Click here to group Access Points](#)



Note: This is calculated entirely by Fydelia. No network configuration is required. Groups of access points can be defined to provide this kind of breakdown chart.

Export your data

The screenshot shows the Fydella website's 'Visitors' page. The navigation bar includes 'Fydella', 'HOME', 'PORTAL', 'SPLASH PAGES', and 'VISITORS'. The 'Visitors' section displays a grid of statistics:

64	364	1463	304
Impressions last hour	Impressions last 24 hours	Impressions last 7 days	Impressions last 30 days
56	331	1303	267
Submissions last hour	Submissions last 24 hours	Submissions last 7 days	Submissions last 30 days
120	695	2766	571
Total last hour	Total last 24 hours	Total last 7 days	Total last 30 days

Below the statistics, there are two buttons: 'Download submissions to CSV' and 'Remove personal data'. A modal window is open over the page, titled 'Download submissions to CSV', with a 'close' button in the top right corner. The modal contains the following text and controls:

Download submissions to CSV

You can customize the fields below before exporting

Last N days of data to export (default 30 days, 0 for all time)

Scope:

Include non Opt-in data

WARNING: Take care with this option. The CSV file will include personal identifiable data that was not explicitly opted in to any marketing communications.

EXPORT

For deeper analysis you can download your visitor data to Excel.

Feature-rich

There are many additional features such as email validation, vouchers, SMS logon and surveys.
The 2021 roadmap is ambitious and full of new features - we will keep you informed.

