



QUARTERLY FEATURES UPDATE
JANUARY 2023

FYDELIA FEATURES Q1 2023

Welcome to the first edition of Fydelia Features. Since Fydelia started in July 2017 we have been constantly innovating and evolving the platform to make WiFi simpler for the guest, for the venue, and for you the reseller.

Our intention with this quarterly edition is to provide you with a quick overview of a few of the key feature releases that you may have missed on our platform. This allows us to provide reseller teams, whether sales, marketing or support engineers, with the latest information on how Fydelia can help you get Guest WiFi proposals over the line.

Fydelia was largely designed by our customer feedback so if you have any ideas or requirements from your customers, please don't hesitate to suggest them to us.

Thank you for choosing Fydelia!

Steve Parkinson

Steve Parkinson, CEO
Fydelia.com

[Let's connect on LinkedIn!](#)

[Book a chat with me!](#)

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HOW TO REACH US

Web: <https://fydelia.com>
Email: support@fydelia.com

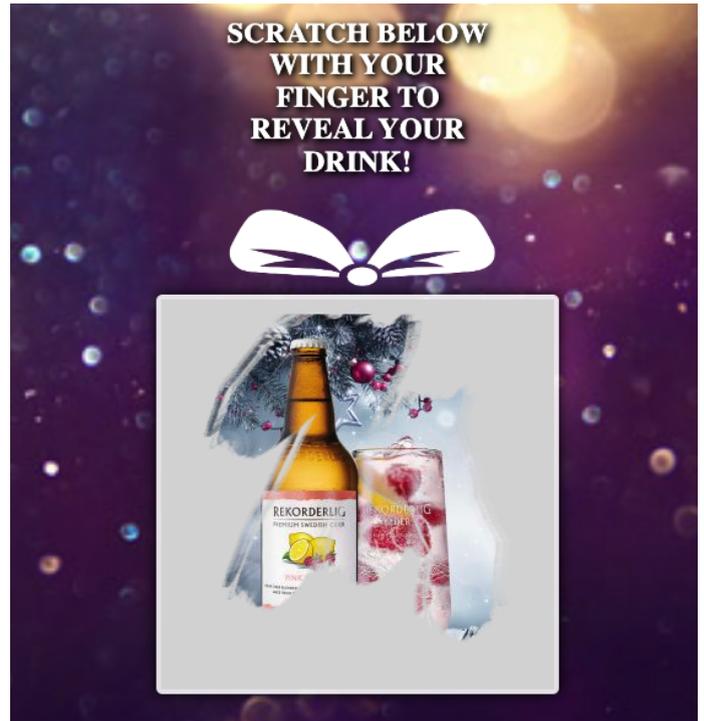
You can also book a demo and feel free to invite prospective clients any time:
<https://calendly.com/fydelia/tour>

Digital Scratch Cards

Fydelia has always intended Guest WiFi to be a two-way conversation with guests. To “gamify” the WiFi is clearly a great way to encourage more people to connect to WiFi and redeem offers, promotions or even just to have some fun.

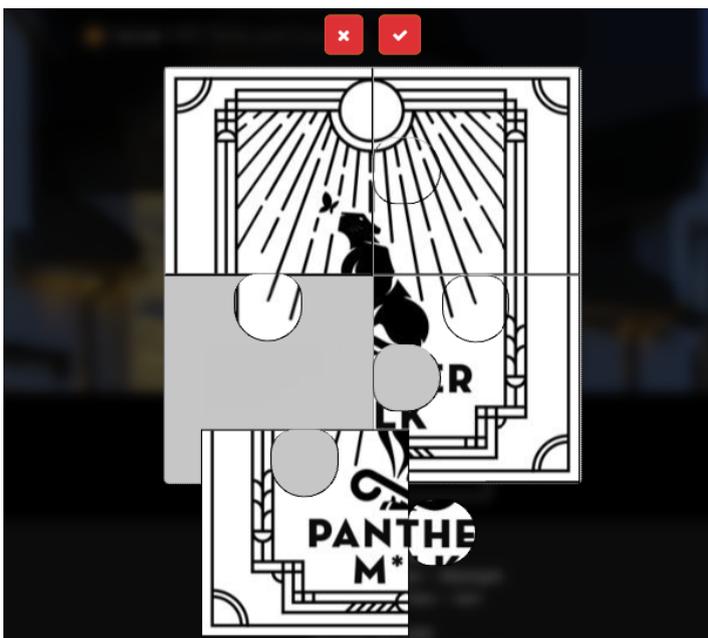
Since promotions require authorisation via opt-in from the guests, the opt in rates are naturally going to increase too.

In the image is a campaign run this Christmas with Lisini Group, giving away 12,000 free drinks, effectively in exchange for opted-in marketing data. The campaign has been extremely successful and of course a huge cost saving when compared to traditional physical scratch card designs.



IMPACT:

The Lisini scratch card attracted a whopping 82% marketing opt-in rate



Gamification does not only need to be scratch cards either, taking other forms such as slider games or puzzle-solving. In this example, strong branding of a new product launch was required.

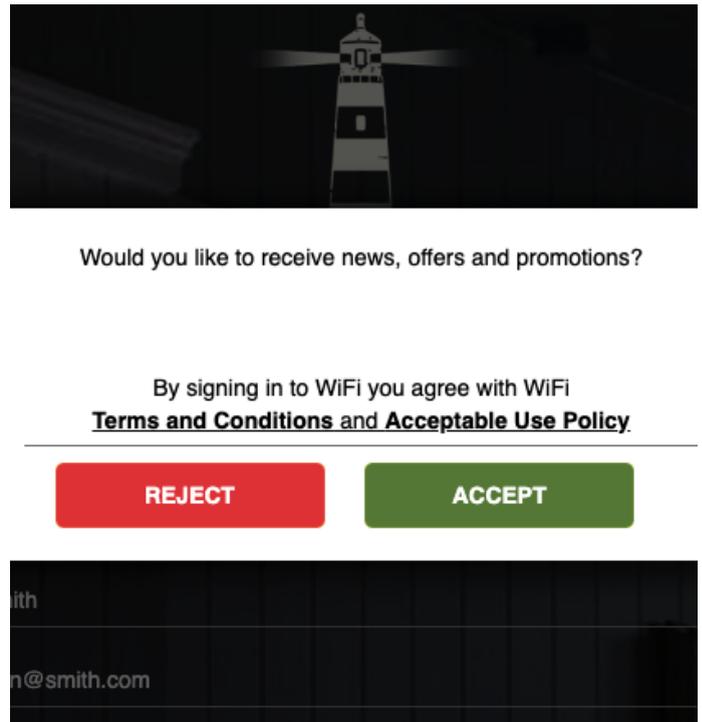
If guests completed the puzzle, and opted in for marketing, they would receive their free Panther Milk cocktail.

Presentation animation of games can be done too such as with Christmas Crackers popping, or red envelopes as we did with the [Chinese New Year 2023 campaign for Ping Pong Restaurants](#).

Unique Integration between Fydelia and Airship CRM

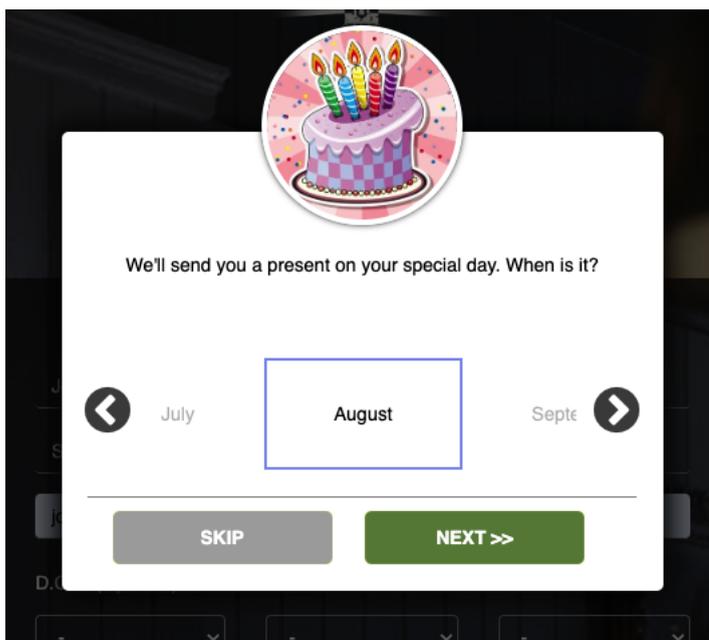
When a guest signs in to WiFi, they are typically asked if they would like to opt-in for marketing. But what if they already *did* opt-in via other channels? There is a risk that they may say “no” and miss out on offers and promotions that they had previously been interested in.

With Airship integration, Fydelia will first check if the guest has previously opted in for that brand (even if a different location under that same brand). If so, Fydelia will not prompt the guest. This improves the user journey with far less friction during the guest WiFi sign-up process



IMPACT:

Upham Pubs ran this integration during Dec 2022 and saw an 8% uplift in opt-in rates



The same approach has been used for the popular birthday popup. When enabled the popup is a visual replacement of the traditional (and annoying!) drop down lists for Day, Month and Year.

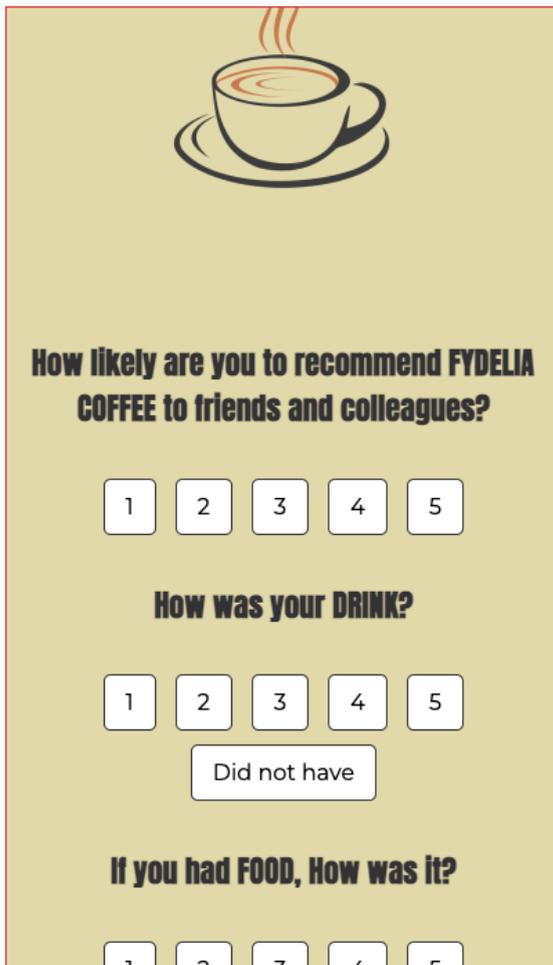
If Fydelia detects that the guest has previously provided their birthdate via another channel, then Fydelia won't ask again for their birthdate.

For more information on Airship integration [visit their website here.](#)

Post-visit reviews and surveys

Public reviews of a venue on Google or Trip Advisor are gold. Fydelia now has a complete set of features for programming a survey to be sent to the guest after a configurable length of time.

The guest is simply asked to choose 1 to 5 as a rating and, if they choose a high rating (according to the settings), they will be directed to any desired review platform.





How likely are you to recommend FYDELIA COFFEE to friends and colleagues?

1 2 3 4 5

How was your DRINK?

1 2 3 4 5

Did not have

If you had FOOD, How was it?

1 2 3 4 5

Surveys can also be initiated and have different questions depending on the visit number. Design of the survey is done directly via the Fydelia Portal and is fully customizable. You can choose:

- What numbers represent a good rating
- What numbers represent a poor rating
- Who to email should a poor rating be selected
- Design characteristics:
 - Background colour
 - Logo
 - Fonts and styles
 - Survey questions
 - Feedback buttons

Surveys can be triggered on visit number milestones. Fydelia can be programmed to count per-venue or across an entire estate of venues, should the guest decide to visit more than one of the venues in the given timeframes.

Survey Data Integration

Survey data can be pushed each night to a location of the client's choice and in any supported format. We have clients receiving data via SFTP file drops in Excel and CSV custom formats, as well as JSON data being sent to remote REST API endpoints.

Multi-language support

Multi-language environments are essential for some of our restaurants and hotel chains. Fydelia provides simple support. Venture Restaurants in Tenerife uses the popular **TalkBox CRM** and captures customer data. This is achieved by creating the various language pages and linking them together, effectively becoming a micro-site of splash pages. Even Right-To-Left pages are possible.

There are no limits to the number of splash pages you can create:

EN **ES** RU IT DE FR NL IS

BIANCO
RISTORANTE
ITALIANO & COCKTAIL BAR

ACCEDER TU WIFI GRATIS

Nombre *

Apellido *

Dirección de correo electrónico *

D.O.B. (Optional)

- - -

Es Usted residente en Tenerife?

SÍ

NO

Acepto los términos y las condiciones

CONTINUAR

Por acceder nuestro servicio de WIFI, está Ud de acuerdo con las condiciones del uso de WIFI

VENTURE RESTAURANTS BY VENTURE GROUP TENERIFE



TALKBOX

TalkBox CRM by ImpactData

For more information on ImpactData's TalkBox CRM mentioned above [visit their website here](#).

Zones and Areas

Displaying different splash page designs for different areas of large venues is easy, and does not require any configuration on the network controller. With our new Zones feature, you can assign access points to zones and configure Fydelia to redirect the customer to any splash page of your choosing.

Just choose the new Access points feature from the main Portal menu. You can create groups, add access point details and select which splash page will be shown if a guest connects to an access point in the corresponding zone

WIFI QR Codes

Access Points and zones

Rewards

Visit stamps

Home » Portal » Access Points »

Rooftop Terrace (3 Access Points)




Default group


Ground Floor


Reception


Restaurant & Bar


Rooftop Terrace


Room WiFi


Spa & Gym

Access Point Name

MAC Address

ADD ACCESS POINT

Bar area

MAC Address 8a:12:55:1f:de:90



Jacuzzi area

MAC Address 8a:12:55:1f:de:95



Restaurant area

MAC Address 8a:12:55:1f:de:a2



Did you know...?

1) Fydelia has an average opt in rate of over 75%

Fydelia increased its opt-in rate average from 15% to 75% by moving away from the traditional tick box design to a dedicated marketing popup. By explaining why you want someone to opt in, you'll get better engagement.

2) Fydelia is now in over 1000 venues and counting...

The growth of Fydelia, especially post-pandemic, has been formidable. We're now working with leading brands such as Wahaca, Angus Steakhouses, Costa Coffee, MGM Muthu Hotels and many more.

3) We support over 25 different hardware brands

The most popular brand continues to be UniFi for smaller venues, with Meraki and Ruckus leading the way on larger venues. We're always happy to explore new hardware too so don't hesitate to ask!

4) Splash page design and onboarding is FREE

We don't charge for demo designs or onboarding them into a new account. We'll also assign an account manager at no additional charge who will assist with any future queries from your clients.

5) Our support area is growing

We will continue to provide you with 2nd line support behind your support team. However keep an eye on our growing support area where you can find numerous setup guides and How-To's.

Visit our support site here: <https://fydelia.zendesk.com/hc/en-us>





Fydelia

SUPPORT CONTACT:
SUPPORT@FYDELIA.COM