

## The Greyhound Corfe



The Greyhound, Corfe, chose Smarter WiFi to increase customer loyalty and see a breakdown of their customers

“With the introduction of Smarter WiFi We are now able to use customer data to benefit our bottom line and also view a constructive breakdown of who is visiting us and our peak times.

I recommend this service to all of the hospitality industry.

Jacci - Greyhound Inn Corfe Castle

Customers at The Greyhound in Corfe are able to connect to the WiFi quickly and easily without the need for passwords or usernames.

### Challenge

The Greyhound is a beautiful country pub set in the picturesque village of Corfe in Dorset.

Free WiFi was already in place at the Greyhound but with a password this was proving difficult for the customers to get online and proving time consuming for staff to keep giving out the passwords.

Jacci was conscious that the WiFi they had in place was not adding any benefit to the business and was interested in how Smarter WiFi would enable her to keep in touch with customers and continue to grow her Social Media presence.

Smarter WiFi offered The Greyhound a month's free trial with no obligations to see how the system would benefit the business.

### Solution

The WiFi was up and running within ten minutes of being installed and thoroughly tested to ensure a good amount of signal strength and connectivity.

Smarter WiFi created a beautiful 'splash page' completely branded to The Greyhound creating much more of a personal feel for customers.

Customers now had the option to connect through social media or via a simple form. Using the power of seamless login once a customer connected they would automatically connect every time they returned.

During this process the customer would be asked to 'Like' The Greyhound's Facebook page or 'Follow' them on Twitter, depending on their method of login.

Over the past 6 months The Greyhound has captured over 4000 complete customer profiles.

### The Future

The Greyhound has now been using Smarter WiFi technology for over nine months. A dedicated Account Manager fully trained staff members on the portal, which is all included in the costs. Enabling them to see their live reports, download their data and use the marketing tools available to them.

Creating emails to send to their customers couldn't be easier. Perhaps promoting a new offer, or notifying customers of an upcoming event, or even sending a birthday message. These are all things that can be done within the Smarter WiFi portal.

The Greyhound also use the Smarter WiFi portal to schedule Social Media posts ensuring that nothing is forgotten whilst they are busy.