



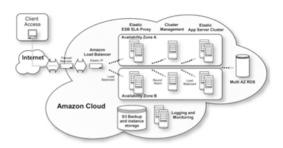
Wavespot Solution

→ ABOUT WAVESPOT

Overview

Wavespot offers advanced social WiFi and a complete marketing automation solution that enables stakeholders like network operators and retail executives to manage and monetize WiFi. With Wavespot administrators can deploy branded marketing WiFi, reward customers through intelligent C2C marketing and leverage complete multi-channel automation for ongoing relationship management.





Product Overview

Wavespot handles social and traditional authentications, complete workflow configuration for connected customers, guest analytics, intelligent device presence and advanced marketing for multiple industries. The Wavespot service is modular, multi-tier, highly scalable, and offers a pluggable architecture for easy monetization of WiFi. The robust service is built on new generation technologies that make setup quick and ongoing management seamless. Wavespot's scalable cloud layer and multiple delivery options allow for network flexibility.

Completely Scalable Architecture

- Leverage the scalability of cloud. Multiple instances running behind load balancer to ensure a low latency and infinitely scalable service
- Rackspace Mailgun APIs for high performance delivery of messages
- Integrated with Twilio for global Voice and SMS delivery

Multiple Delivery options

Application is available as a Public, Private or On premise Cloud. Pick the solution that fits your corporate requirements.

Multi User & Venue Management

In built hierarchical tagging and sub user feature to manage multiple stakeholders. Sync corporate programs and allow multiple internal teams to collaborate, all from the central CRM solution.





USER BENEFITS

Customer Analytics



Gain unique insights about your clientele.

Streamlined Marketing



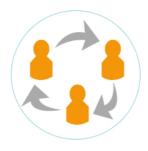
Monitor your marketing efforts on one platform with our social CRM.

Loyalty Program



Automatic enrollment in your loyalty program with each WiFi log in.

C2C Reward Machine



Incentivize customers to share coupons socially with friends.

Social Listening



Stay up-to-date on customer reviews, and social comments.

ROI



Experience exponential return on your marketing efforts.

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FEATURE HIGHLIGHTS

Marketing Manager

Wavespot's cloud based social CRM platform keeps your business connected to your customers with inventive management tools. Use the CRM to understand your customers and manage your social media accounts, email and multivenue logistics. Seamlessly, evaluate real time, up-to-date customer analytics. Send targeted email marketing campaigns, offers, event news to your customers to leverage enhanced brand recognition. This complete end-to-end solution allows your business to deploy multiple marketing strategies and measure the ROI results.



Loyalty Platform

Wavespot seamlessly uses social WiFi to integrate customers into your businesses loyalty program, this is how:

- Customers log in to your branded splash page with their social media ID or email
- Their contact info and data is stored for targeted marketing purposes
- Reward repeat customers and social brand ambassadors



Advertising Engine

Benefit from our integrated designer and marketing engine to manage complex networks & agency campaigns.

- Integrated solution to operate multiple campaigns
- Target different types of marketing collateral and fine tune programs based on on-going results
- Advanced sponsorship workflows that fit different campaign success metrics

Smart Offers



Wavespot router sends real time digital coupons to in-store customers and authorizes social shares for greater online brand presence and increased ROI.

- C2C marketing increases brand awareness
- Create, Schedule and Benchmark Coupons/Advertisements that resonate with your clients
- Advanced customer segmentation engine for targeted multichannel marketing
- · Design templates in place for you

Social Platform

Wavespot keeps a look out for your business by managing and organizing your customer reviews and comments from across major platforms:







- Gain customer satisfaction insights
- Review feedback analytics
- Engage with your customers
- Take proactive steps to address negative concerns









CRM

Businesses today are looking for ways to connect with their customers. CRM is an excellent way to manage your audience outreach. Wavespot's CRM allows you to create customized email templates, manage marketing lists, automate and schedule campaigns as well as send digital coupons. Powerful analytics for your email marketing enable a deeper understanding of brand engagement and how to measure campaigns success or ROI.

Intelligent Presence

Presence with an IQ. Wavespot analyzes wireless devices in the vicinity of access point even if the devices are not associated/authenticated with an AP, providing a true understanding of customer footfall. Intelligent presence is a bleeding edge technology that surpasses traditional analytics and help brands extrapolate purchase activities and on premise engagement based on their ongoing marketing activities.

