



Fast and secure guest Wi-Fi for the HORECA SECTOR

Over 90% of your guests has a mobile device within reach and more than 60% is more likely to return if your business has Wi-Fi. What is more, mobile and networking traffic is set to increase threefold by 2020. Therefore, make sure to provide a fast and reliable Wi-Fi for your guests.

Good Wi-Fi is more than simply internet, it is a valuable business tool. Here follow 5 reasons for why you should not invest in just any Wi-Fi.

Security first

In today's internet landscape, privacy and cybersecurity rank high on the list. Make no mistake, your guests are well aware of this. That is why it is so important as a business manager to invest in secure Wi-Fi. If your guests feel safe, your reputation will be positively affected. What is more, you give them access to your Wi-Fi without endangering your own

network, because the guest Wi-Fi works on a completely different network.

Speed is a must

It is a fact that fast Wi-Fi prevents both your staff and your guests from becoming frustrated. For instance, if your guests want to work at their table and hold videoconferences, then your Wi-Fi needs to maintain the same speed. Also, ensure total coverage and do not place your access point out of sight in a cellar or backroom of the building. Instead, install it in the same room as where your guests are seated.

Keep it visible

Keeping your Wi-Fi visible is more advantageous than you think. There is a misconception that guests are bothered by the presence of an access point in the room. On the contrary, by placing your Wi-Fi in their proximity, you ensure them that it is in fact your Wi-Fi that they are using and that you are happy to meet their Wi-Fi needs. It offers them the reassurance that you are prepared for everything.

Smart Wi-Fi

Cut your energy costs and work more efficiently with smart Wi-Fi. This Wi-Fi limits bandwidth and user time to discourage lingering and ensure a positive flow of guests. After closing hours, you can switch off completely to prevent people from standing in front of your business at night.

Allow your business to grow

Good Wi-Fi can offer more than just a better reputation. It gives you relevant data about your visitors. Gain insights into the number of passers-by, who comes in, how often they return and much more. You can have them log in through your web page where your special offers are highlighted, or you can ask them to log in through Facebook, giving you free visibility on social media.

Visit our Proximus website for more information on Smart Network.

proximus.be/smartnetwork

Your total solution: Proximus Smart Network

With the Proximus Smart Network, you can monitor your network yourself using a handy web page. You do not need any IT knowledge. By simply pressing a button, you can prepare logins for your guests or enable them to log in with their own Facebook account. With this total solution, you own two networks: one for your

guests and one for yourself. That way you do not risk getting any viruses on the network on which you work or which accommodates your cash registers. Proximus Smart Network also enables you to connect additional devices or to extend it with the very latest equipment. You cannot overpay, because you pay only for

what you actually use. You receive a professional Wi-Fi solution with a guaranteed connection at all times. This solution is not just fast, easy and secure. It also brings you analysis and marketing advantages. You easily gather basic statistics on your visitors and you can use them to customize special offers. The possibilities

are endless. Proximus Smart Network is not just any Wi-Fi, it is a valuable business tool tailored to your personal needs.

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