The Ultimate Guide to Providing Free Guest Wi-Fi at Your Bar or Restaurant

In a hospitality environment, meeting your customers' needs and preferences goes a long way towards your goal of staying competitive. One of the biggest untapped opportunity areas is your guests desire to be constantly connected. Nowadays, more customers than ever are engaging online through their laptops, tablets, and smartphones while dining or drinking at your establishment.

Make it easier to do that by offering free Wi-Fi. This not only helps your customers stay connected, it helps build both sales and customer loyalty. Wi-Fi connection goes both ways—it connects your customers to the online world, and it connects you with your customers.

Setting Up a Free Wi-Fi Network for Guests

When it comes to offering free Wi-Fi, there is a pretty basic formula:

- **Installation**
- **Access**
- **Tracking**
- **Reporting**

The first step is to have the guest Wi-Fi installed and setup. High-speed is always preferable, since slow internet can often frustrate customers more than no internet at all.

Once that is done, you will want to create a way for guests to login to the Wi-Fi using some form of personal contact information, such as a phone number or email address. This can help build your mailing list for marketing purposes. You can use this customer information to send targeted campaigns to each customer.

The individual login then allows you to track when and how often each customer is at your location and uses your Wi-Fi. You can collect valuable information about your customer base that you can then use to generate sales. This data can help you send more effective promotions to keep your customers coming back.

Why Offer Guest Wi-Fi

There are many reasons for offering guest Wi-Fi. First and foremost: staying competitive. Some of your competitors may already be offering free Wi-Fi, in which case, you will need to jump on the trend to keep up. For those that aren't offering free guest Wi-Fi, this gives you an easy way to get ahead.

Free Wi-Fi doesn't just help with staying competitive however—it also helps build customer loyalty. This convenience encourages repeat visits, and can provide you with the contact information you need to send promotions that encourage guests to continue coming back. Free Wi-Fi can also help you stay top of mind with customers and engage your customer base.
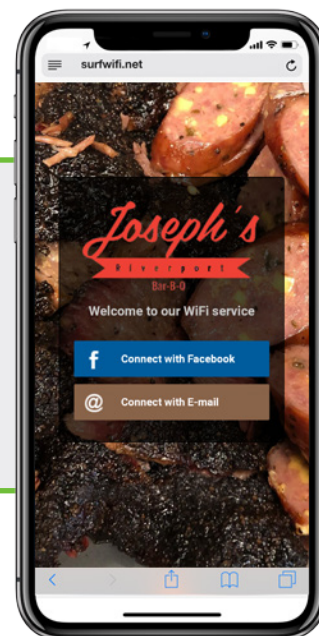
Benefits of Offering Free Wi-Fi

There are both positives and negatives to implementing any new customer convenience. Some restaurants may worry that it will affect table turn times and cause guests to stay longer than they normally would. However, the benefits far outweigh the possible longer turn times. Plus, the longer a customer stays at a bar or restaurant, the more they are likely to run up higher tabs.

Offering free Wi-Fi allows you to collect data about your customers, and use reporting and analytics software to track customer behaviors. This helps you send targeted promotions based on your customers' preferences, which increases effectiveness.

Another added benefit is the boost in customer engagement. You can allow customers to log on with social media channels, or redirect them to social pages and prompt them to leave reviews as soon as they login. Free Wi-Fi is all but guaranteed to improve the customer experience, so you are already positioned to leave a good impression by offering this.

Surf WIFI

Surf WIFI takes your free guest Wi-Fi and turns it into an ideal set of marketing tools to help you increase engagement and boost customer loyalty. With it, you will receive actionable data, as well as marketing tools to turn that data into sales. Surf WIFI provides a guest network at no up-front cost. Customers can then access your Wi-Fi by providing an email address or phone number, which is then used to send direct marketing to your customers.

Surf WIFI also collects valuable information about your customer base that can be used to enhance marketing campaigns and generate sales. The detailed reporting and insights garnered from your customers help optimize and automate your marketing strategy. You can incorporate loyalty programs and personalized offers, like discounts and digital punch cards, to help drive customers back to your business. Surf can also send communications to customers reminding them to review your business on social media.
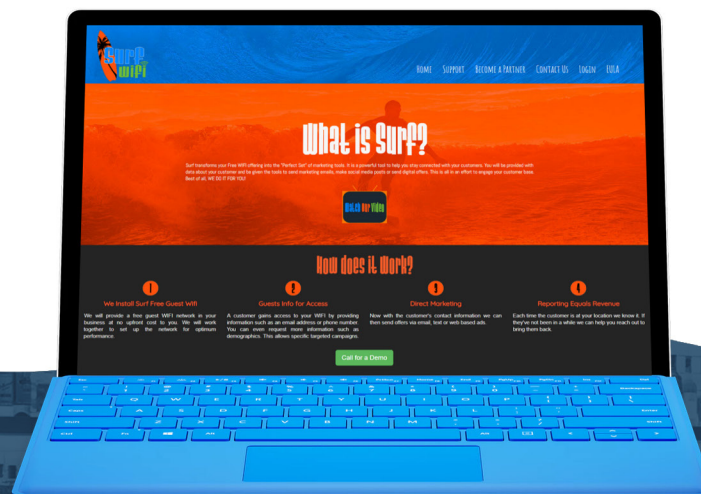
Wi-Fi for Marketing

Free Wi-Fi is already a convenience that customers consistently crave, and targeted marketing is an important factor you need to implement in order to achieve business success. Surf WIFI lets you 'kill two birds with one stone' by turning your free Wi-Fi into an effective marketing tool.

Want to learn more about how Surf WIFI solves marketing challenges and increases customer loyalty? **Contact Surf WIFI today.**

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