

LONDON DESIGNER OUTLET

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PROFILE

Located in the shadow of Wembley Stadium, the London Designer Outlet (LDO) is home to over 50 shops, 20 restaurants and coffee shops, a nine screen cinema and a playpark. LDO is a hugely popular destination, receiving a quarter of a million visitors in the first two weeks it was open.

GOAL

By providing free guest WiFi, LDO wanted to meet its customer's expectations as well as enabling targeted promotion of the brands on sale through the Outlet's shops. Various potential suppliers had been approached but had failed to offer a service that met LDO's needs. Against a tight deadline, WiFi SPARK designed, supplied and installed a fully customised system in just a few days, just in time for the Grand Opening. WiFi SPARK partnered with Velocity 1, who provided the wireless infrastructure.

RESULT

WiFi SPARK's customisable software integrates directly with LDO's marketing streams via a LDO-branded User Experience Portal (UEP). User analytics provided by the SPARK® software gives LDO detailed insights to help keep its customers informed about exclusive special offers. The UEP also offers direct access to LDO's website, which includes its Brand Directory, live news and social media channels. Of course as a family destination it is important to prevent the service from being misused and the SPARK® platform can be configured to prevent access to unsuitable content. WiFi SPARK also provides a full 24/7 UK helpdesk service to clients and end users.

"Free Public WiFi at the centre ensures customers are interacting with LDO's brand while they are visiting as well as meeting their internet browsing needs. WiFi SPARK has facilitated that as well as offering a first class WiFi network."

Dean Moody,
Sales Director
WiFi SPARK Ltd

CUSTOMER PROFILE

The London Designer Outlet (LDO) was opened in 2013 and has grown to be a hugely popular retail outlet in north London. The largest venue of its kind in the capital city, it has over 50 shops offering well known brands at significant discounts. It also has restaurants, coffee shops and a nine screen cinema, making it an attractive destination for a family day out.

GOAL

With its Grand Opening fast approaching, LDO had approached other potential suppliers, but none were able to offer a service that met their needs. Against a tight deadline WiFi SPARK designed, supplied and installed a fully customised system in just a few days, enabling LDO to offer guest WiFi from day one.

The LDO is more than simply a shopping centre. With such a variety of attractions visitors can easily spend a whole day there shopping, seeing a film and having a meal. Free guest WiFi is an essential part of the shopping experience as well as providing an essential marketing stream and insight for the business about its customers.

Guest WiFi doesn't just give visitors access to their social media, it connects them directly to the LDO so they can receive special offers and other useful information on the brands being sold through the Outlet's shops.

SOLUTION

With such a large footfall, the installed system had to be robust enough to handle a significant number of users. WiFi SPARK's customisable software links directly with LDO's marketing streams via the UEP. User analytics provided by the SPARK® software give LDO detailed insights to help keep its customers informed about exclusive e-shots and special offers. The portal also offers direct access to LDO's website, which includes its Brand Directory, live news and social media channels.

Of course as a family destination it is important to prevent the service from being misused and the SPARK® software can be tuned to prevent access to filter unsuitable content. WiFi SPARK also provide a full 24/7 helpdesk service to clients and end users.

London Designer Outlet's key features:

- Branded user experience
- Enhanced brand exposure
- User data collection
- User and device analytics
- Email marketing
- Banner advertising
- Full WiFi compliance
- Content filtering
- 24/7 helpdesk