



In-Store Wi-Fi Market Analysis 2017 (By Segment, Key Players and Applications) and Forecasts To 2022

Global In-Store Wi-Fi Market Research Report 2017 Analysis and Forecast to 2022

PUNE, INDIA, July 27, 2017 /EINPresswire.com/ -- Pune, India, 27th July 2017: WiseGuyReports announced addition of new report, titled "Best Practices in Retail: [In-Store Wi-Fi](#) - Bridging Online and Offline Customer Experience".

Summary

"Best Practices in Retail: In-Store Wi-Fi", report discusses how different retailers can benefit from Wi-Fi and the challenges they face, with advice provided for IT vendors. Retailers are increasingly adopting Wi-Fi technology as part of their omnichannel strategies, and consumers are already expecting free, easy-to-use and reliable Wi-Fi as a standard. The report also analyzes multiple best practice approaches as a guidance for vendors and retailers.

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In-store Wi-Fi networks are increasingly deployed by retailers in order to bring the digital experience to physical stores. Beyond offering shoppers free Internet access, Wi-Fi is also deployed to support communication between staff and various IoT devices. It also opens up opportunities for retailers to offer various services through mobile apps that can generate additional revenue.

Scope

- In-store Wi-Fi has emerged as a compelling solution for bringing the digital experience to physical stores, which also allows for collecting data about customer behaviour that can be used to tailor offerings to their preferences
- Integrating Wi-Fi with analytical tools such as web and location-based analytics, CRM and other technologies can provide more extensive and accurate insights, and help retailers to refine their store design and marketing strategies
- Many retailers are hesitant in installing Wi-Fi in their stores due to budget constraints and potential trust issues relating to data protection and security

Reasons to buy

- Get a detailed understanding of the usage and importance of in-store Wi-Fi solutions in retail. This report can help you pitch solutions to retailers that include Wi-Fi technology and to gain insight into retailers' priorities and challenges.

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