Kintux Mobile Offers New Social Powered WiFi Expert Advice

May 19, 2015

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Kintux Mobile, a company operating from Brisbane, Australia, has released information on how businesses can expand their business through social powered WiFi. More and more businesses are offering social powered WiFi to their customers, and Kintux Mobile wants to help small businesses in Brisbane use this in order to get more customers. It is hoped that this will give the local economy in Brisbane, through small businesses in particular, a chance to grow exponentially.

"Mobile hotspots, as they are known, are becoming increasingly popular," explains Charles from Kintux Mobile. "What we aim to do is help businesses get the most out of offering a mobile hotspot, helping them to get a far greater number of customers through various different tools."

The first important thing is that by offering social powered WiFi hotspot in their establishments, businesses can attract more customers to physically enter their store, or at least remain within its vicinity. This is a hugely important tool in terms of driving sales, particularly if the displays within the stores or establishments are arranged in an attractive manner as well. Statistics shown that 23 days per year in a person's lifetime are spent using their mobile phones. If these 23 days can be spent inside a store, the amount of increase sales could be expected to be huge as well.

"Offering WiFi in a store is a sure fire way to attract more customers, but there is more to it as well," adds Charles. "Indeed, when people use a business' WiFi to access the internet, businesses can then use this browsing history to gain a far greater understanding of their customers. Additionally, by monitoring how often they use this WiFi, businesses can learn more about their customers' behavior in relation to their specific business."

By offering social powered WiFi, businesses can make great strides towards becoming far more popular with the people who frequent their establishments. This is one way whereby online activities can be linked with offline behavior, instead of the other way around. By offering online facilities, the business encourages customers to be physically present in a store. This is incredibly important in today's day and age, where

businesses may be competing for online dominance, but still want to retain their space on the high street as well.

One final important element is that offering a mobile hotspot can help businesses reward their customers. Because customers have to provide their details in order to use the WiFi, such as their email and home address and mobile telephone number, businesses also have a greater opportunity to contact these customers and encourage them to return to the store. They can send special offers, discount vouchers, online coupons, regular special offers and newsletters and more. In effect, it is the new way of list building and one that is likely to be hugely successful in coming years.

For further information on how Kintux Mobile can help businesses offer their customers social powered WiFi or their various other services, please use the contact details provided.

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