

IF YOU'RE A RETAILER ON THE FAST TRACK FOR GROWTH, RUCKUS RETAIL WI-FI SOLUTIONS CAN PLAY A GREATER ROLE IN YOUR SUCCESS.

We ensure that customers stay happily connected when visiting your locations. We help promote your brand and engage with customers. And we give you valuable insights about customer behavior—including how they use your Wi-Fi resources—to inform marketing and IT planning. Here are some of the ways customers expect to engage with you.

Today's shoppers are highly connected



On average, Americans have **1.5 connected** devices with them when they are shopping or eating out. This number jumps to **1.7 connected devices** among 18-44 year olds.

A good Wi-Fi connection is important for a majority of retail shoppers

A majority of Americans say it is important to have a good Wi-Fi connection while at **coffee shops (69%), restaurants (64%)** and **retail stores (62%)**.



A poor Wi-Fi connection significantly impacts the retailer's brand and the time customers spend in store



Nearly **half of Americans (49%)** would have a negative impression of a brand if free Wi-Fi were advertised at a retail location but they were unable to connect or experienced a poor connection.



Similarly, if unable to connect to Wi-Fi while at a retail location, **two in five Americans (43%)** would spend less time there than originally planned.

Customers are accessing a variety of sites and applications on the retailer's Wi-Fi network, often accessing content related to shopping

When connected to a retail location's Wi-Fi network, **45% of Americans** say they are generally checking email, **42%** are looking for deals/coupons, **40%** are browsing social media, **30%** are using the retailer's app and **29%** are comparison shopping.



Retailers can use their Wi-Fi to better engage with customers



More than **two-thirds of Americans (70%)** would provide their name and email address in exchange for personalized offers at a retail location.

6 out of 10 of Americans (60%) would provide their name and email in exchange for access to free Wi-Fi.

"Digital transformation" can improve the shopping experience

More than **three-quarters of Americans (79%)** would be interested in the ability to pay for an in-store purchase using the retailer's mobile app without needing to interact with a sales associate. Among younger adults ages 18-34 (Gen Zs and Millennials), this number jumps to 87%.

82% of Americans find it valuable for a sales associate to be able to complete their sales transaction anywhere in the store, without having to wait in line.



Source: August 2018 survey conducted online by The Harris Poll among 1,599 U.S. adults ages 18 - 64.