

Why restaurants make more money with **FREE WiFi.**

Presented by:

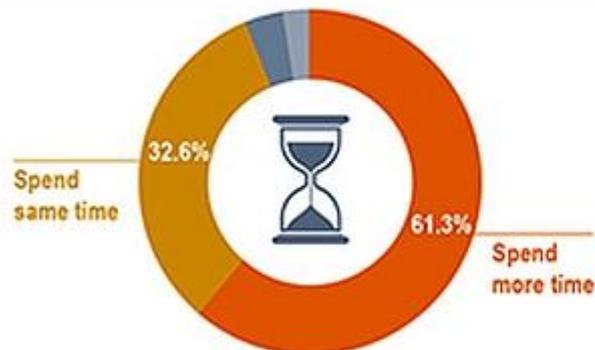


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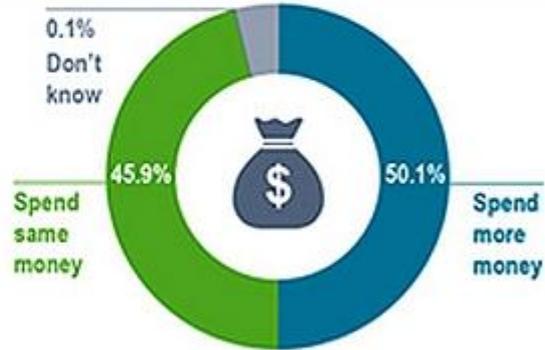
Energetically helping you "get there"!

Benefits of Offering Free WiFi

Which of the following best describes your average customer's behavior since you installed WiFi?



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Why WiFi is better than chocolate...

The key survey findings for restaurants and main street businesses in a national survey by MHTA are:

Wi-Fi is better than candy. Main Street business owners say Wi-Fi is equally or more effective at making patrons feel welcome than other amenities such as magazines (94%), community bulletin boards (91%), candy (90%) or water (86%).

- Wi-Fi helps draw customers. Nearly eight in 10 businesses offering Wi-Fi (79%) say it helps keep customers happy while they wait. 65% report it has encouraged repeat business, and 55% say it has brought in new customers.
- Wi-Fi helps sales. More than half (55%) of businesses providing Wi-Fi believe it has resulted in higher sales per customer visit.
- Promoting Wi-Fi is key. Those businesses that expected increased revenues in 2013 are more likely to promote the Wi-Fi they offer (64% vs. 38% of businesses that expected decreased revenues). In turn, customers are more likely to promote these businesses through their social media channels.
- Non-users have concerns. Fears of tech support (33%), employee distraction (33%) and costs (32%) are reasons cited for not offering Wi-Fi to patrons.
- Non-users see advantages. Many respondents recognize the benefits of offering Wi-Fi, including raising their company profile (41%) and keeping up with the competition (38%). Of those Main Street businesses that currently don't offer Wi-Fi to patrons, 61% plan to offer it soon or would consider providing it.
- Wi-Fi builds connections. Nearly 20% of the business owners surveyed promote themselves as "community hubs," such as a meeting place for church groups, sports clubs or other community groups.
- Businesses with Wi-Fi expect growth. 67% of businesses that offer Wi-Fi to their customers expect revenue growth. Of the businesses that don't offer Wi-Fi, only 50% expect growth.

WiFi in your business is over-due...

Contact us today to make your customers happier, your business more profitable and create better relationships through our cloud based WiFi portal - RiseWiFi.com.



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