

# RESTAURANT



INTELLIGENT CLOUD WiFi  
SOFTWARE FOR YOUR NEXT-LEVEL  
RESTAURANT WiFi



 **START HOTSPOT**



# TOP WiFi FEATURES



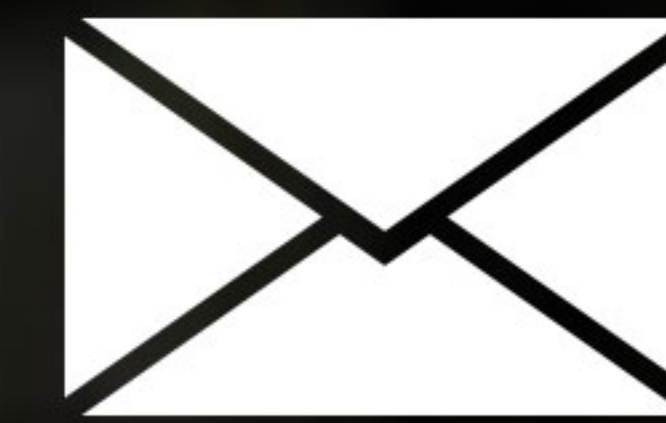
## INTERNET CONTROL

The control of bandwidth, time, data transfer, and a number of devices that a guest can connect to WiFi network with an automated repeated login



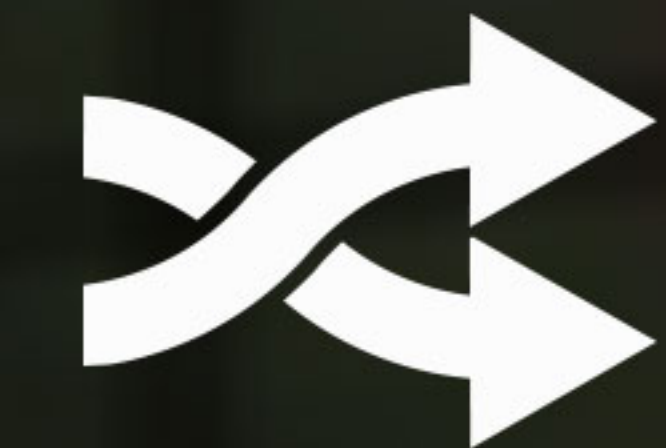
## WiFi LOCATIONS

WiFi access points may have different login methods in the hotel rooms, restaurant or spa, with optional data collecting, video commercials or high-speed billing



## EMAIL CAMPAIGNS

Sending promotional email marketing campaigns automatically when a guest check in or check out, for the purpose of improving guest satisfaction and increasing revenues



## PMS INTEGRATION

The integration with the Hotel PMS system enables your guest to connect to WiFi with a room number and a name, and to optionally add charges to the room



## VIDEO COMMERCIALS

The system can deliver video commercials before a guest connects to WiFi. Each campaign includes the click-through rates stats, with a PDF report available



## SOCIAL WiFi

Your guest login via social network account is a quick and simple way to collect emails and your guests and visitors names, and therefore to use those data for purposes of marketing campaigns



## SURVEYS

Surveys are a powerful tool to gather rates, opinions and comments of your guests, which can consequently be used for marketing purposes and the improvement of the quality of your services



## STATISTICS

Ranging from basic data to advanced analytics, the system offers you both reports and a complete insight into how WiFi network functions and the behaviour of your guests on the Internet



# IDEAL SOLUTION FOR YOUR RESTAURANT

The Restaurant WiFi can help you increase your earnings by an average of 30%

The system allows the display of video ads and automatically sends special offers at a defined time interval, thereby increasing revenue.

Restaurant WiFi system collects data and surveys, which provide objective feedback on guest satisfaction.

A guest can give consent to receive intermittently emails containing discounts, coupons and the offers of your partners for advertising purposes.







# HOW SYSTEM WORKS?

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When a guest first connects to the restaurant WiFi network, they will receive a welcome email.

When a guest leaves the restaurant, the system can send a short survey asking whether the guest is satisfied with the service in order to react to possible complaints.

After a month, the system can send a pre-arranged email to remind the guest to come again.

After 60 days, you can send a coupon that the guest will need to use within the time limit. You can customize or create different email templates and configure the sending intervals.

If necessary, when you expect a smaller number of guests, send a promotional email with a special discount on that day and increase revenue.

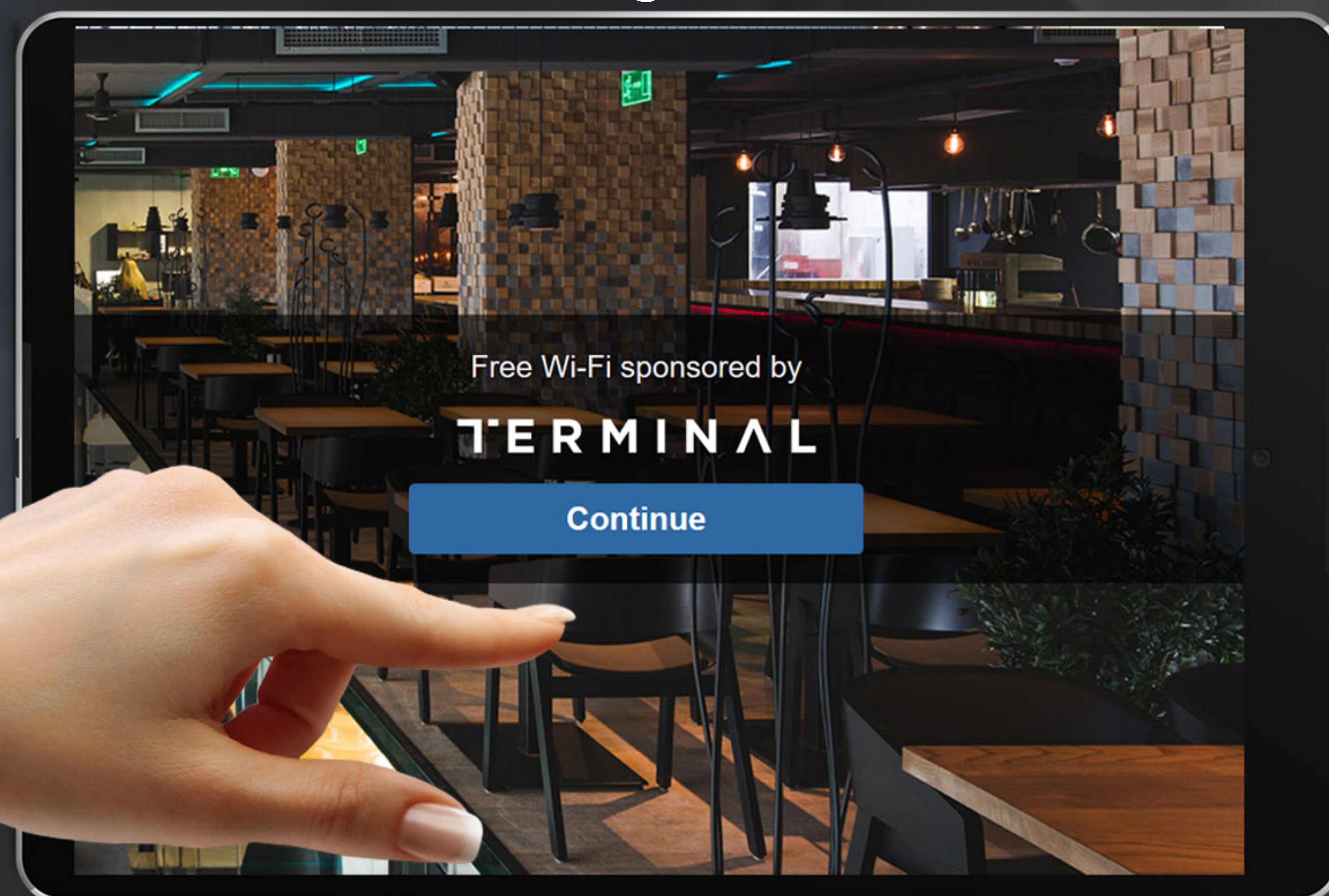


# WiFi MARKETING

WiFi is an ideal marketing channel because it enables you to display video advertisements before a guest is connected to the internet.

Start Hotspot Cloud WiFi system enables you to set one or multiple video advertisements which can be rotated each time the guest is connected. For each marketing campaign you will get analytics which includes the number of displayed video advertisements, clickthrough rates, how successful the campaign is, with PDF reports for hotel manager.

Having seen a video advertisement, a guest will be offered to connect to the Internet and visit the web page with a special offer. Thus you enhance guest engagement and advertising.





# WiFi SURVEYS

Your WiFi network is a perfect channel to gather the opinions of your guests.

Gather valuable information about your guests, which can be used for marketing purposes and to improve the quality of your services.

Resolve complaints about your services or the staff, which you would not have been informed about otherwise. Surveys can be displayed on the initial login page, or sent in an email after a defined time interval.

All the data are instantly available being gathered into legible analytics, without any paperwork.

The smartphone screen shows a restaurant's WiFi login and survey interface. At the top, there is a logo of a stylized 'R' inside a circle, followed by the word 'RESTAURANT' in large, bold, blue letters. Below this, it says 'FREE INTERNET ACCESS'. The first section asks 'What is your email ?' with a text input field containing 'john.smith@mail.com'. The second section asks 'Please rate how the restaurant meet your expectations' with a row of 10 yellow stars, the first 9 being filled. The third section asks 'Please rate the quality and variety of food' with a row of 10 yellow stars, the first 9 being filled. The fourth section asks 'What you like the most in our restaurant ?' with a text input field containing 'The menu is perfect, something for everyone. The service was excellent. Will be back definitely!'. At the bottom, there is a blue button labeled 'Connect'.

Three overlapping smartphone screens are shown, illustrating different stages of a WiFi survey and login process. The leftmost screen shows the 'RESTAURANT' login page with a 'Connect' button. The middle screen shows a 'HOTEL WiFi' login page with a 'Please choose a plan' section and a 'Type your details' section. The rightmost screen shows an 'AIRPORT' login page with a 'Please login' section and a 'Please login' section.



# SOCIAL WiFi

Social Login is a favourite WiFi access method for most customers since it enables them to log in to the Internet in just a few clicks, without any personal data required/without entering any data.

Social WiFi is a powerful tool by means of which you can offer free WiFi to your guests, and gather customers personal data that you can later use for marketing purposes.

When a guest logs in to the system, there might be a message made public to your friends and followers on a social network, thus enabling you to reach new potential customers.



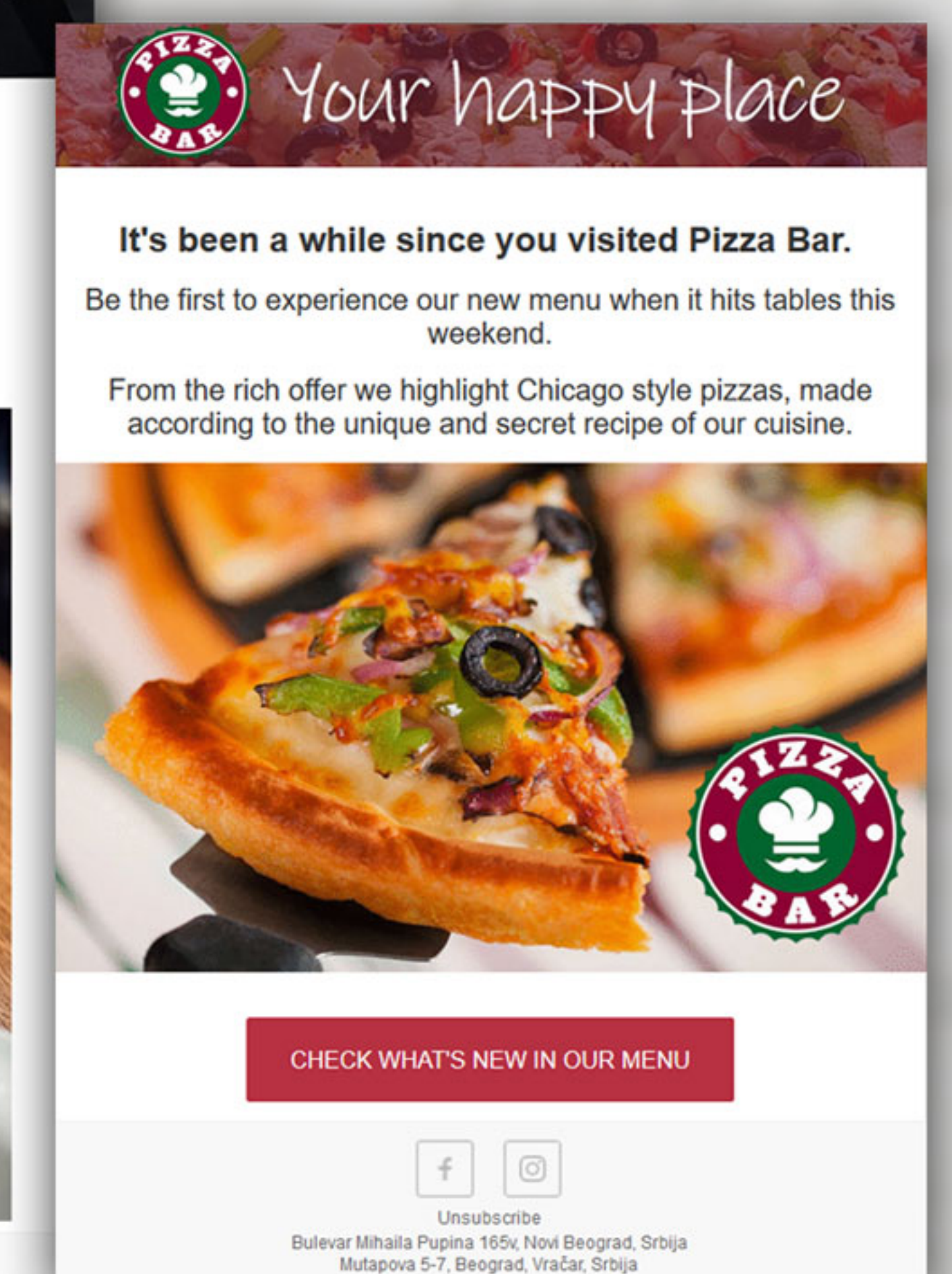
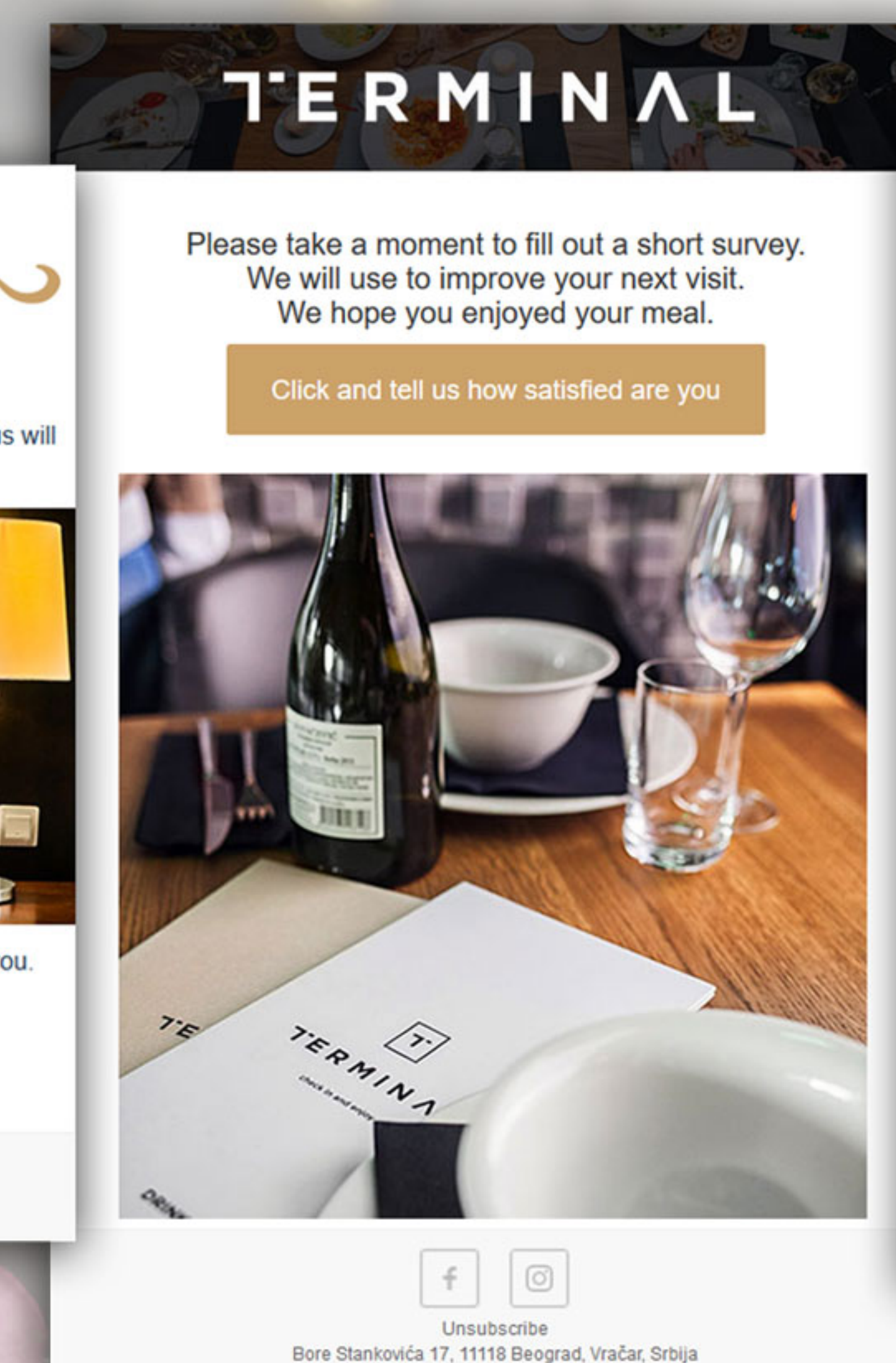
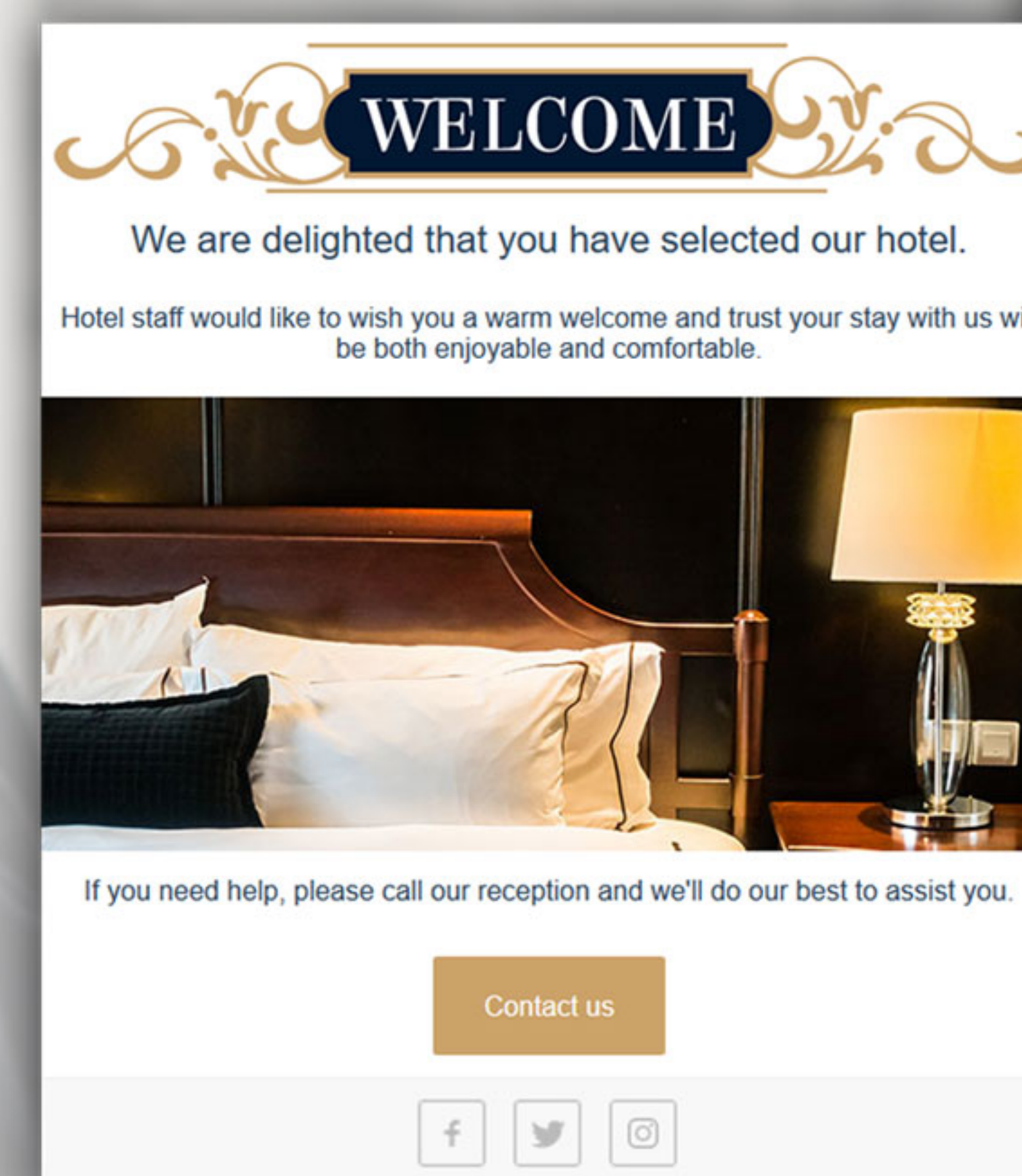


# EMAIL MARKETING

Email marketing campaigns enable you to send information and promotional emails to your guests.

Those campaigns can be sent when necessary, if you want to inform your guests about the novelties, or automatically according to a previously defined schedule which includes initial connection, inactivity or on a guest's day of birth.

The integrated editor, which enables you to insert images, text, links and other features, helps you prepare the emails. The campaigns can be sent to your target guests immediately, or at a specified delivery time.





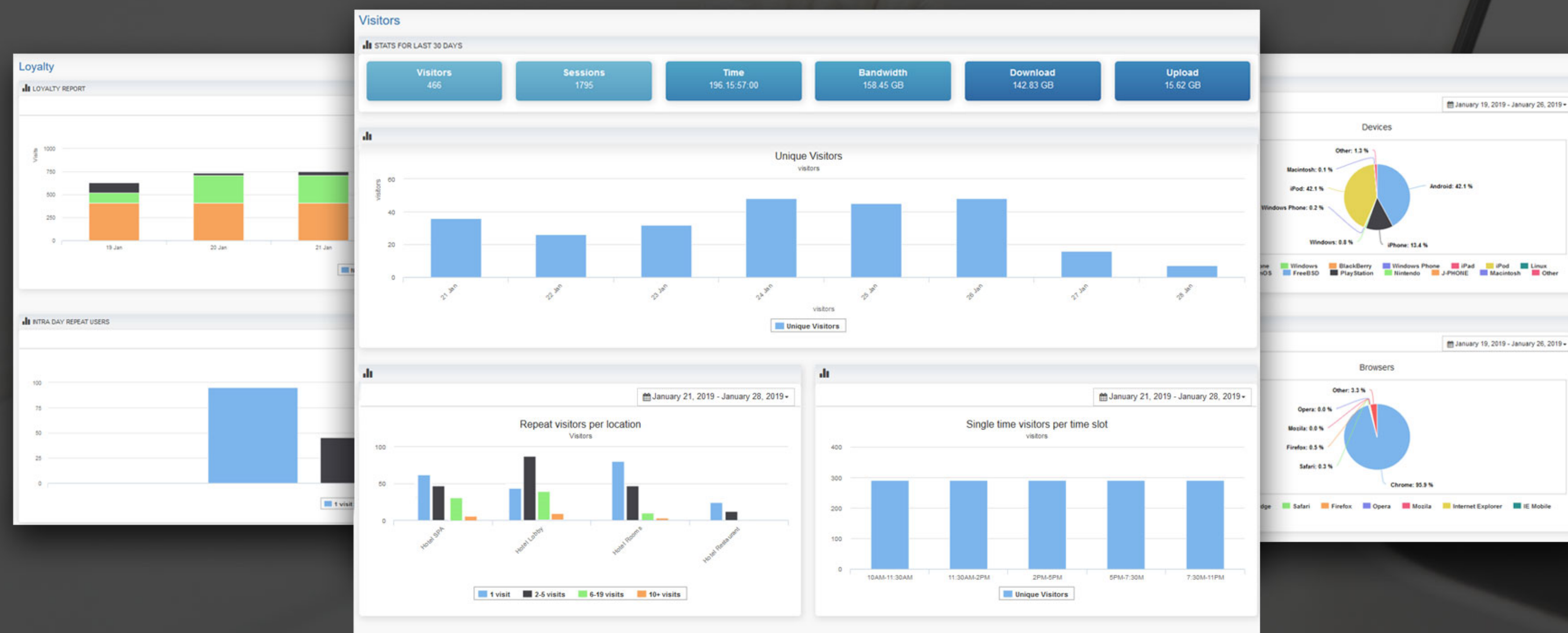
# STATISTICS

Ranking from basic data to advanced analytics, Start Hotspot system offers a thorough insight into visitors behaviour.

Get to know your visitors, find out what their habits are and prepare effective marketing campaigns.

Track Internet usage, set the limits to Internet plans, or set specific limits to individual users.

Visitors statistics have been divided into multiple reports which include loyalty, top users, time intervals, sex, age, and other demographic data.





# ABOUT US

Antamedia software company has been developing software solutions and specialized solutions for both small and middle-sized businesses since 2001.

We initially helped entrepreneurs realize their goals and start their own businesses, and nowadays we give support to our biggest business clients as well.

Antamedia was a pioneer in WiFi software business in 2006 and since then we have expanded the list of solutions for WiFi control with Android and Cloud innovative solutions.

Start HotSpot is a next-generation intelligent system which improves WiFi network, boosts both customer satisfaction and hotel ratings.







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