

3

“WHILE YOU WAIT”
SERVICES THAT WILL GIVE
YOUR BUSINESS A
COMPETITIVE **ADVANTAGE**



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The waiting room experience at your business can make or break customer service. Customers not only feel special when they wait in style, it’s good for business too. You can give your hotel, retail store, auto repair shop, or other service-oriented business a big boost by customizing your waiting room to feature free Wi-Fi, TV or technology workspace.

Overhauling customer service

At one time, a few comfy chairs, a selection of beverages and an array of popular magazines was all you needed to impress your customers. But not anymore. Today’s savvy consumers want instant access to social media and email, and they need to be productive, especially in down time—like when they’re waiting at the doctor’s office or car repair shop. And they want to be entertained, too.

Investing in technology

Aside from what customers need and want, businesses that feature cutting-edge technology and entertainment put themselves in a position to benefit from these investments.

With free Wi-Fi, TV or workspace, your business secures advantages like:



- **A competitive edge.** “Free” access to one or more of these technologies is an offer consumers find hard to resist. Letting clients use a computer, printer and internet at your hotel for free is an attractive offer that means customers will choose your hotel over the competition. Instead of waiting in a dentist’s office without access to entertainment, patients will choose your practice for its interactive computer technologies and television entertainment. Offering these technologies ultimately gives your business a cost-effective way to add value for your customers.
- **Better customer service.** Consumers are generally busy. They are running from work to home to appointments and errands, with very little down time. If you make your waiting area devoid of a productive, entertaining experience, you’re missing out on an opportunity to serve your customers—and attract new customers to your business. In many cases, customers arrive at your business and have to



wait while you change the oil in their cars, wait for the doctor to finish up with an existing patient, or wait for a business meeting while staying at an out-of-town destination. Waiting is part of the experience, but it doesn’t have to be an unproductive or unpleasant one. A connected, productive wait is an enjoyable customer experience. With a connected business, your clients can interact with friends on social media, answer emails, or watch YouTube videos while waiting.

“ WITH A CONNECTED BUSINESS, YOUR CLIENTS CAN INTERACT WITH FRIENDS ON SOCIAL MEDIA, ANSWER EMAILS, OR WATCH YOUTUBE VIDEOS WHILE WAITING.”

- **Tracking customer data.** Require customers to enter personal data about themselves, like email address, name or phone number, when they get on your Wi-Fi or workspace, and you can target these customers with special marketing offers or discounts. You can also track online behaviors and then feature special incentives when customers make certain actions online to drive sales.
- **An educated customer.** Use TV to entertain customers while they wait, with targeted educational shows or product demos. With scanable QR codes or click-and-load software on computers, educating customers about your products and services becomes even easier.
- **Sealing the deal.** Most consumers want to comparison shop before they buy. It may seem counterintuitive to give them Wi-Fi or internet access to see what the competition has to offer. However, [studies](#) are now showing that customers will not make a purchase *until* they do a bit of comparison shopping. You can help them along in the decision-making process by letting them shop around, and simultaneously educating them about your products.
- **Improving marketing.** One of the ways Wi-Fi access improves business is through the use of location-based marketing . Registering on sites that show your location, such as Facebook or Foursquare, is free publicity.
- **Attracting customers.** Your technology workspace can attract customers who are looking for a meeting space or just need to stay productive. Guests are drawn toward hotels that feature spacious, comfortable, social places where they can stay connected and productive.





- **Targeting content.** You can enhance the entertainment value of your customer waiting area by strategically matching the television programming to your customers' interests. An accounting firm can target client interest by featuring news headlines and stock numbers. A hair salon could feature beauty programming or how-to tips. An auto repair shop can entertain customers and help pass the time.
- **Higher sales.** Restaurants and bars serve clientele waiting for their food by offering exciting sports programming. This entertainment not only creates a festive atmosphere, but it can distract customers while their food is being prepared. Customers who stick around to watch the end of

a game or sporting event also tend to purchase more products and services. Your investment in TV or other entertainment technology can pay off in terms of higher sales.

Service providers

The types of businesses that can benefit from investing in while-you-wait service are almost limitless. These are just some of the businesses that should consider it:

- Auto repair shops
- Auto body repair shops
- Car dealerships
- Salons
- Retail stores
- Department stores
- Doctor's offices
- Dentist's offices
- Hospitals
- Urgent care facilities
- Accounting practices
- Financial advising practices
- Restaurants
- Bars
- Fast-food establishments
- Coffee shops
- Bakeries
- Veterinary offices

The proof

For many small businesses with precious few marketing dollars, investing in while-you-wait technology can be hard to justify. Consider [these stats](#) that show how connected consumers are, and why Wi-Fi and technology workspaces—and entertainment like TV—are a key attraction:

- 39 percent of iPhone users rely on Wi-Fi networks and their mobile connection.
- Experts estimate that Wi-Fi hotspots in public areas will increase by nearly 350 percent in the next three years.
- 25 percent of mobile users will have multiple connected devices by 2016.
- Data traffic is growing by more than 100 percent every year, since 2011.

More and more, consumers will be looking to connect to a hotspot—and your business needs to be one of the available spots.

Connectivity, productivity, entertainment—these are three values your business must feature, or you risk losing valuable customers.

Promote growth in business, increase revenue, and ensure satisfied customers by investing in these three while-you-wait services. In the long run, your investment will pay off, as consumers will turn to your business.



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