

Café Du Jour: A Wi-Fi Solution To Keep in Touch With Customers

"Our social media presence has increased by nearly 50% - we've increased followers and more recommendations which is crucial for us. I'd recommend Team WiFi to anyone that wants to keep in contact and understand their customers."



Café Du Jour is a coffee house that has been on White-ladies Road, Bristol, since 2007. Following the success of the first café, the owner Hassan Tigoglu decided to open a second branch at the bottom of Park Street, Bristol.

"There's a growing need in the food and drink industry to have free Wi-Fi on your premises. These days customers expect you to have it and for you to let them use it. We had considered other options including going with one of the big brands like O2 or using our phone line supplier, but we wanted something a little more personal. Team WiFi was recommended to us by a friend at the point when we opened our branch on Park Street and had the opportunity to put in a new system.

"In our industry we have a high turnover of customers and it is a difficult environment to retain loyal customers. Once a customer has left your café there's no connection or way of getting back in touch with them. Team WiFi offers a

system that means we could completely change this and maintain customer contact.

“When our customers connect to our Wi-Fi it takes them to our personalised Café Du Jour Wi-Fi homepage and they then have the option to login through a social media account or their email. This means we can also connect with our customers automatically on social media, which helps us establish another touch point with them and raise our online profile.

“Every login collects the name and email of each visitor which allows us to contact them with marketing updates later. It also prompts visitors to like or follow our social media pages. It is very transparent and designed for customers to feel like they are joining a community. These days so many people don't want to opt into being heavily marketed via email, this is a friendlier option.

“The set up of the Wi-Fi with Team WiFi was really easy and hassle free. Their customer service is faultless and they've always been really helpful and attentive when we have any questions about the Wi-Fi at all.

“We've had the Wi-Fi for around six months now and it's worked really well with just over 200 visitors logging in each month. The system allows us to see what kind of people are coming in and using the Wi-Fi and also tracks how often they return. What's more our social media presence has increased by nearly 50% - we've increased followers and more recommendations which is crucial for us. I'd recommend Team WiFi to anyone that wants to keep in contact and understand their customers.”

Hasan Tigoglu, Owner of Café Du Jour