



O2 Wifi

Engage with your customers

O2 Wifi is a public wifi service that's free for anyone to use. With it, you can build a whole new channel for direct communication with your customers. It helps you to engage and interact with them, driving footfall and increasing productive dwell time. And it generates rich customer data, allowing you to understand your customers better, with in-depth insights into their online behaviour.

Telefonica

O2 Wifi benefits for your customers

O2 Wifi is free for all your customers

They don't have to be on O2. It's nationwide and available in thousands of venues.

Easy registration process

Customers will need to sign up once and seamlessly auto connect then onwards. No usernames. No passwords to connect.

Fast and reliable

Secure public wifi, continuously monitored.

Doesn't use data allowance

Using O2 Wifi, customers won't need to eat into their mobile data.



O2 Wifi is already helping helping companies see great results



ALL·BAR·ONE



Bella Italia
Pizza ♥ Pasta ♥ Grill

O2 Wifi benefits for your business

Free wifi

Customers have come to expect free wifi as part of their shopping, dining and leisure experiences.



Engaging with your customers

Giving your customers free wifi means they can use their mobiles to enrich their experience, whilst you can make sure you're engaging with them at every level to provide true Omni channel retail services.

Users

With 20 million registered users already on O2 Wifi and growing, you can rest assured it's a service you can rely on.



In depth insights

We can also offer you in depth insights about the people who use the service when they're with you, allowing you to sell and engage with them more effectively.



Customer demographics

Learn more about your customer demographics using the O2 Wifi insights self-service reporting tool. Know how many customers are returning to your venue, the top websites they visit, how long they are connecting for and more. The information available is updated on a daily basis with the previous day's data, so you will have fresh customer insights available at your fingertips.

Branded welcome page

You can brand your wifi welcome page, so the first things your customers see are your offers, campaigns, products, services, events and social media sites.

Overlay or build from scratch

We can overlay O2 Wifi on your existing infrastructure, or we can build it for you from scratch.

Contact Us

Digital-Enquiries@O2.com

Email us today and one of our Account Managers will get back to you shortly.

