



# O<sub>2</sub> Wifi gives the fans what they want at The O<sub>2</sub>

O<sub>2</sub> Wifi gives visitors the fast, secure wifi they expect, with simple, one-time logon and all the info they need via The O<sub>2</sub> arena app.



O<sub>2</sub>  
business



# A gateway to customer data

O<sub>2</sub> Wifi also provides essential user data to help The O<sub>2</sub> venue owner AEG boost revenue and create the best possible experience for visitors.



## Challenges

- Need to compete with other venues and retain The O<sub>2</sub> as an industry leader
- Meet expectations of fans, artists and athletes to be constantly connected
- Drive to increase dwell time and spend at The O<sub>2</sub>
- Need to keep in touch with visitors after events for feedback and to promote future ticket sales
- Desire to improve brand loyalty
- Desire to understand more about fans and their activity at the venue



## Products

- O<sub>2</sub> Wifi – high density (HD)



## Results

- Improved customer experience
- Geo-resilient network, keeping customers connected at all times, in all areas
- Fast connection for visitors using The O<sub>2</sub> arena mobile app, which also drives revenue
- User data aggregated to personalise messages, boost brand loyalty and increase footfall



The O<sub>2</sub> is the world's most popular music and entertainment venue. Run by AEG, which owns and manages venues worldwide, it retains a reputation for excellence.

O<sub>2</sub>, the network, provides O<sub>2</sub> Wifi for fast, reliable internet access throughout the venue, enhancing the experience of fans and artists alike, as they keep in touch with friends and family, send selfies and research via the internet. The O<sub>2</sub> arena app is also an essential tool to help promote campaigns and provide useful information for visitors.

But O<sub>2</sub> also collects crucial user data to help AEG understand its customers better – what they like, where they go and how often. O<sub>2</sub> can also collect details about users (with their permission) so that AEG can provide them with a more personalised experience, tailoring offerings to the things they like, and knowing when they've arrived, for example.

A self-service web portal allows either O<sub>2</sub> or AEG to view and process the data and use it to send messages, including offers and campaigns, to anyone in The O<sub>2</sub>. Contact details also allow for personalised messages after the event, from sending post-show videos to offering tickets for the next one, based on user preferences.

*“ The benefits of working with O<sub>2</sub> include a rock-solid technology platform, some very talented people, day-to-day responsive support, and a real passion for delivering a great experience to the fans who come to The O<sub>2</sub>. ”*

David Jones, Senior Vice President of IT, AEG

# Insights and data on all visitors

The O<sub>2</sub> Wifi Insights Portal provides instant, aggregated and anonymised data via a self-service portal complete to the last hour, giving:

**Visitor numbers** – plus unique users, new users, returning users

**User profiles** – including gender, age, postcodes, email, country of origin

**Usage data** – such as data used, time connected, domains browsed, showing which parts of the venue customers have visited and how often.

Read more customer stories at:  
[www.o2.co.uk/enterprise/insights](http://www.o2.co.uk/enterprise/insights)

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## Improved customer experience

Fast, reliable O<sub>2</sub> Wifi access for fans and performers, with simple one-time log-on, enjoyed by more than 25 million registered users (over 1 in 3 people in the UK).

## Rich data insights

Data collected via O<sub>2</sub> Wifi and The O<sub>2</sub> arena app provides insights which enhances customer engagement and increases revenue.

## Increased customer loyalty

More personal engagement leads to enhanced brand loyalty and awareness, leading to greater ticket sales and increased footfall.

## Personalised communications

AEG (or O<sub>2</sub>, if required) can send text messages to any O<sub>2</sub> Wifi user for any offer or campaign, depending on their marketing preference.