

CASE STUDY

“The Bean” Selects IRG to Provide Free Wi-Fi

Now you can have your coffee and drink it too...while checking your e-mail for free! Thanks to Industry Retail Group (IRG), now Coffee Bean and Tea Leaf (CBTL) customers in any of their hundreds of domestic locations can spend all day utilizing the Wi-Fi hotspot without paying an access fee frequently seen at the competition. CBTL has always sought to provide a quality lifestyle destination to its patrons by inviting them to enjoy a relaxed and cozy environment while sipping from the extensive menu of over 22 coffees and 20 teas.

In an effort to both enhance its current customers' experience and attract new customers, CBTL decided that it was well worth the implementation costs to provide free WiFi. To date, according to informal surveys taken at various locations using the WiFi service, the feedback has been only positive.

IT Challenges

In an increasingly competitive vertical market, CBTL was challenged with deploying a cost effective managed Wi-Fi solution that was not going to break the budget. Keys to success of this offering were a



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The IRG Solution

The IRG|Wi-Fi product from IRG was chosen by CBTL due to the product's ability to meet the defined requirements and IRG's vast experience in the Wi-Fi marketplace.

VP of Supply Chain, Paul Balzer, selected IRG to provide Wi-Fi because of the assurance they could deliver what they promised to their customers. "Paid Wi-Fi is a significant cost to the customer," says Balzer. "We wanted to reward our frequent customers and actively influence new traffic with free Internet service. Since offering reliable and totally free hotspots, our store teams have noticed an increase in store traffic as well as higher sales per order. Providing this service only enhances our company's commitment to creating a warm and inviting customer experience."



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Balzer and IRG agreed on a two- to three-month rollout schedule. IRG coordinated the schedule, and an IRG technician went to each of the locations rolling out Wi-Fi to conduct the installation. “Store managers had to know when the technician was arriving for a number of reasons,” says Balzer. “A manager had to be on-site in case the technician needed access to back rooms or had questions. The IRG technician installed the wireless router, started service, and tested it.” Activating all of the locations very quickly was imperative as CBTL had already promised its customers that this service would be provided. IRG got the job done in less than 60 days, courtesy of the hardworking and dedicated Project Management staffs at both organizations.

IRG Delivered

- Provisioning, coordination, and installation of a new broadband network to provide a distinct, secure environment for guest WiFi service.
- Turn-key implementation of the new broadband network and WiFi service, including careful onsite technician logistics to minimize disruption of store operations.
- A flexible Wi-Fi service that offered client marketing personnel control over specific Captive Portal messaging to further drive sales and enhance the end user experience.
- Dedicated Project Management Team for the implementation and the ongoing life-cycle of the partnership.
- Support of existing Dynamic Signage and Wi-Fi service over a single broadband connection.
- Single comprehensive, easy-to-read monthly invoice delivered electronically.

About Industry Retail Group

Industry Retail Group, Inc. (IRG) is a Gartner-recognized, and VISA PCI DSS validated, provider of customized managed network services, offering a comprehensive portfolio of broadband and broadband-centric services targeted to retailers and other multi-site companies. Additionally, IRG is an industry leading, highly specialized, yet agile, single-source purveyor of managed IP communication, application and turnkey professional services; plug-in IRG applications such as Hotspot and Enterprise Wi-Fi solutions, Hosted VoIP, and IP-based Video Surveillance to further help Clients leverage their broadband investment in a scalable, yet secure manner. IRG’s growing client base includes Fortune 1000 retailers, quick-serve restaurants and convenience store chains.

IRG has a simple objective: to provide retailers and other multi-site organizations with the premier suite of broadband-enabled network services that will help provide a competitive advantage while keeping costs in check. Through the managed integration of leading edge technology components such as DSL, Cable, Wireless, and traditional access, IRG is able to provide the most comprehensive network coverage and bandwidth availability to meet each client’s unique business requirements.