



O₂
business

O₂ Audience Engage

Create closer connections with every customer

O₂ Audience Engage, in partnership with Wi5, lets you create fresh and relevant customer experiences at exactly the right moment. It's a marketing platform that serves customers with tailored content on a mass scale, whenever they connect to your venue's wifi. You can reach more than 26 million registered O₂ Wifi users in the UK with seamless user experiences. And you can choose the experiences customers receive, adjusting the content according to your business needs.

To make customers feel special, you have to do something special. O₂ Audience Engage greets your customers and can give them valuable offers and information when they arrive, and throughout their visit. Your customers feel welcomed and looked after, while you're gathering useful data and increasing sales opportunities with a fully integrated payment system. Connect automatically with a large, active and registered community of O₂ Wifi-enabled device users.



Create in-venue experiences



Increase footfall and repeat visits



Create a new engagement channel



Encourage more spend per visitor



Gather more data and insights

We rolled this out at our flagship venue, The O₂ in London, where we created four distinct user experiences, all of them based on what we learnt about our customers. And when they found content they particularly enjoyed, they could bookmark it for access later on – so we could keep the conversation going, even once they'd left our venue.



Create in-venue experiences

Make customers feel great as soon as they arrive, with promotional offers, extra information and even directions to meet up with friends – sent directly to their phone.



Encourage more spend per visitor

O₂ Audience Engage supports Wi5's secure payment system – the first of its kind – that makes it easy for your customers to buy food, drink and other services while they're visiting.



Increase footfall and repeat visits

Create the kind of experience people talk about, so they spread the word about how great it felt to be so involved with the visit to your venue.



Gather more data and insights

Every click tells you more about what your customers like and how they behave, helping you to make offers even more relevant and personalised, without being over-intrusive.



Create a new engagement channel

Once you've made the connection, you can keep in touch. Build closer relationships with anyone that's visited and encourage them to come back soon. They can bring their friends too.

Why O₂?

O₂ Wifi is a secure and widely trusted service provider in the UK. The auto-connect feature gives you automatic access to a large user-base who can be engaged intuitively and effectively. We know, because we use it ourselves at our own venues.

We're committed to meeting our customers' needs. That may be why we've been ranked the most admired telecommunications company in Europe by Fortune 2019 and 2018. And we're part of the Telefonica family, with over 300 million customers worldwide and more than 20 years' experience delivering IT solutions.

Subject to availability.
Fair use policy and terms apply, see o2wifi.co.uk

Want to know more?

If you're interested in learning more about your customers, and you'd like to increase sales as you create a positive brand experience – just contact your account manager, or call **0800 955 5590**

Telefonica

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