

# WiFi VAS in promotional campaigns

## Background

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Banco do Brasil is the oldest and the second largest bank in South America.

It has more than 5000 branches in Brazil, a customer base of 52.7 million and is present in 23 countries around the world. Lately, the bank introduced a mobile banking service which enables customers to quickly proceed with basic banking operations. The bank wanted to reach 15 million users within a year and to do this, it decided

to invest in a promotional event offering free WiFi and WiFi VAS.

The event was designed to last twelve months and focused on offering free WiFi and WiFi VAS on the financial street of Sao Paolo, Avenida Paulista. The idea behind it was to invite clients to log in to free WiFi and access their accounts online.

## Challenges

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The whole infrastructure behind the event had to be built from the ground up, which caused three main challenges. The first one was to create an Internet infrastructure that would endure the challenging subtropical climate of Sao Paolo and be efficient with a high number of customers at the same time.

Then, to reach the 15 million users the event had to be also properly advertised to let people know that the bank offers them free WiFi.

And finally, in terms of WiFi VAS the challenge was to ensure positive WiFi experience.

## Executive summary

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### Location:

Sao Paolo, Brazil

### Industry:

Telecommunication, Banking, Advertising

### Challenges:

- | Increase a number of mobile banking service users
- | Create WiFi Internet infrastructure
- | Promote the event
- | Ensure positive WiFi experience

### Solution:

- | WIRELEZZ Internet infrastructure
- | JCDecaux advertising clocks
- | AVSystem's Linkyfi platform

### Benefits:

- | Potential increase of mobile banking service users
- | Increase of the bank efficiency
- | Remote management of the event
- | Branded captive portal
- | Quick log in procedure with social media or CPF
- | Customers engagement in the event's promotion
- | Prestige for the innovative and technologically advanced campaign

## Solution

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The Internet infrastructure on the street was created by WIRELEZZ. It consists of 2.7 km fiber optic and access points placed in street clocks along the street that provide WiFi with a minimum connection speed of 1 Mbps. As a local integrator, WIRELEZZ knew exactly how the infrastructure has to be built to endure the subtropical weather conditions and the fact that within glass clocks the temperature and humidity are higher.

The promotional aspect was taken care of by JCDecaux, a leading Outdoor advertising company worldwide. It already had their digital clocks spread around the city. Using them

was the simplest way to spread the news about the event across the whole city and to reach the highest possible number of recipients, as everyone checks time as they pass a clock.

To respond to the last challenge, a WiFi VAS solution offered by AVSystem was Linkyfi. It is a carrier-grade guest WiFi management solution that among its many features enables creation of branded captive portals with adverts and numerous log-in options as well as a set of landing pages. Moreover, it is also a powerful WiFi marketing platform that provides precise analytics of WiFi users' online behavior.

## Benefits

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The biggest benefit for the bank is the continuous increase of efficiency. Now, bank workers can concentrate on more advanced operations and customers do not need to visit a bank branch and stand in a line and yet their operations are quickly carried out. All these results in an increase of number of operations executed by the bank.

WiFi VAS enables the bank to manage the whole event remotely as the Linkyfi's „captive portal calendar” made it possible to launch the event with a specially designed captive portal at the exact pre-set time. However, in this campaign the primary focus is on the customers and their positive WiFi experience. Therefore, after connecting to WiFi, customers are welcomed with a captive portal with a bank advert and an option of quick log in either with their social media accounts (Facebook or Instagram) or *Cadastro de Pessoas Físicas* (CPF, the Brazilian tax identification number).

What is more, to increase the popularity of the event customers are invited to post their selfies with the hashtag *#MaisQueDigital* (More Than Digital). The selected photos are then published on the digital advertising boxes together with bank adverts. Additionally, the data collected during the logging-in process can be used in further bank marketing campaigns.

However, even though the event focuses on positive WiFi experience of the service's users, the bank must also think about its prestige. This campaign combines both: satisfaction of the customers and enhancement of the bank prestige; the majority of Brazilian newspapers (for example, *Valor Economico Newspaper, Investments & News*) and technological websites (for example, *Tech-mundo, Canal Tech*) mentioned the campaign underlining its modernity and technological advancement.

### About AVSystem

AVSystem is an expert in large-scale solutions for Telco operators and enterprise markets.

The company's product portfolio, primarily focused solely on device management and monitoring solutions (TR-069, LwM2M), is constantly evolving and currently contains also M2M and IoT service delivery platforms, WiFi VAS platforms, WiFi location engine and systems for SDN and NFV. 100+ large telco operators worldwide prove the superiority of AVSystem's technology. For more information please visit:

[www.avsystem.com](http://www.avsystem.com)

### About Banco do Brasil

Banco do Brasil was established in 1808 and now it has a customer base of 52.7 million people. It is the oldest active bank in Brazil and one of the oldest banks in continuous operation in the world. Throughout its 200 years of existence, it has collected stories of pioneer actions and leadership. Now its mission is to be the first bank for Brazilians, companies, and government, international reference, the best bank to work, recognized by its performance, lasting relationship and environmental responsibility. For more information please visit:

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