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Prezzo Guest and Corporate Wi-Fi

Services Provided
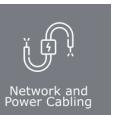
Wi-Fi	Project Management	Installation	Warehousing and Logistics	Hardware Procurement	Network and Power Cabling

The Project

What was the problem

With rapid technology growth, Prezzo was looking to improve their overall customer experience as well as the opportunity to utilise data collected. Historically using Bluetooth access for their Chip & PIN devices, however they increasingly found that this was not a sufficient enough method to ensure coverage at every table. It was clear that in order to meet this requirement their corporate Wi-Fi needed to be improved to accommodate the needs of both payment process and consumer convenience.

What we did

Celestra conducted Pilots in two locations: Milton Keynes and Trafalgar Square. For six weeks, the hardware and installation of the Wi-Fi solution was tested rigorously along with the data capture platform. The pilots were successful and so Celestra project team were able to put in place the Wi-Fi survey process across the rest of the 256 restaurant locations in the UK.

Reviewing each of the surveys and identifying specific site requirements so that the best locations for access points could be highlighted. Furthermore, the surveys highlighted the cabling and infrastructure requirements for each of the individual sites which Celestra was able to easily arrange as part of a deployment. They also, provided technical configuration and logistics of the Wi-Fi access points based on the agreed Prezzo network design which had been conducted by Celestra during the pilot phase.

How did Prezzo benefit?

The installation of Guest and Corporate Wi-Fi has given Prezzo the power to engage in real time with their customers. Giving opportunity for their marketing team to drive sales through their own responsive captive portals where they can upsell products, increase brand awareness and support loyalty programmes. The Guest Wi-Fi page was branded with Prezzo, keeping in line with their brand image creating consistency from all their platforms and encouraging customer site visits as the first redirection was to their own web pages.

Why Prezzo chose Celestra

Prezzo could rely on our team to work closely with them. As part of their requirements for a fully managed service that maximises the service up time, Celestra manages the whole solution. Our service team monitors all sites, access points, performs solution and hardware maintenance as and when issues arise. This means as a client, Prezzo is no longer waiting for their restaurant locations to identify issues. Celestra proactively monitors the system so our team is always aware of any maintenance requirement.

What Prezzo said

"This was our first project with Celestra. We were looking for a managed service that could not just provide an overview of our network but could access each site individually with a proactive solution for any problems that could be continuously monitored and resolved. We relied on Celestra's field team to work closely with our Prezzo team on the ground. Therefore, it was excellent to hear such great things about the little disruption that was caused when the installs took place. There of course have been many hurdles to jump through, however both the Celestra project team and field team have been more than accommodating and have always sought to find a solution. Overall, Celestra has proved to us that they know what they are doing from concept to installation and management. We have now since introduced our other brands to this concept and look forward to working together with Celestra on future projects".

David Broom, *IT Director*

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