

## ARUBA NETWORKS CUSTOMER STORY | RETAIL

# KFC

Free Wi-Fi for all



KFC, a subsidiary of Yum! Brands, is the world's most popular chicken restaurant chain. With more than 600 stores across Australia and New Zealand, the chain employs over 25,000 employees in Australia alone.

In a highly competitive environment, KFC was looking for a solution that promoted engagement with customers and increased the time customers spent in-store. The organisation was also looking for a new avenue to deliver tailored marketing and promotional offers. Witnessing a rise in the number of mobile devices in-store, KFC realised a stable and high-performing Wi-Fi network needed to be at the core of its solution.

According to Saqib Hussnain, Enterprise Systems Manager at KFC, "KFC is a contemporary brand, that aims to please and satisfy customers. With the increased desire from customers to use handheld devices such as their smartphone, anytime, anywhere, we knew it was essential to provide an effective Wi-Fi service in store."

Research conducted by Aruba Networks into the area of mobility supports this observation. The global research uncovered a new generation of digitally savvy employees and customers. Dubbed #GenMobile, this new generation prefers to connect via Wi-Fi (60 percent) at the expense of other connections, at every opportunity.

The study also found that #GenMobile is comfortable carrying and connecting multiple devices at once. The research revealed 86 per cent of respondents own two plus connected devices, 64 per cent own three plus and 39 per cent own four plus.

### BENEFITS:

- Leverages Aruba Networks access points for secure, high performance wireless that supports on boarding customer devices in store
- Efficient and constantly reliable Wi-Fi
- Fluid remote management of the network via the Aruba Networks Virtual Controller
- Enables the ability to onboard any device type used by customers including iPads, iPods, Android phones, tablets and laptops
- The ability for customers to access secure Wi-Fi
- The ability to control and limit access
- The ability to implement proximity mobile marketing
- Utilize ClearPass with AirWave Management Software 7.7
- A new channel to connect and engage with customers

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### ROLLING OUT A MEMORABLE WI-FI ENABLED BRAND EXPERIENCE FOR CUSTOMERS

KFC's IT department required a solution that provided strong security for customers and allowed an enhanced user experience. To deliver this, KFC implemented Aruba's ClearPass solution that not only enabled KFC Wi-Fi access branding, yet also ensured users and devices are granted the right data access privileges.

With an access point in each store, deploying and onboarding devices has been a simple process. ClearPass traffic is securely tunneled via the in-store remote access point to a centralised Aruba management controller, which is scanned by KFC's content filter.

According to Mr Hussnain, Aruba's ClearPass solution has enabled his IT department to ensure only secure data can be accessed via its in-store Wi-Fi, managed centrally by a content filter.



"It is important the family-friendly environment in our restaurants is extended in the free Wi-Fi offered. With Aruba Networks, we have been able to incorporate a filter that works seamlessly with the advanced technology ensuring unsafe content is not accessible to user devices."

Underpinning the Wi-Fi on premise is the Aruba Networks AirWave solution that provides KFC with centralised monitoring and reporting through a single pane of glass. It offers KFC's IT team the ability to set alerts in the event of device failure and gives transparency into the number of users connecting, popular locations, data usage and device types.

KFC implemented the Aruba Wi-Fi network in 2011, initially powering ten pilot stores to test the uptake and use of the Wi-Fi. During an initial trial, on average, a total of 45,000 sessions were recorded on the KFC free Wi-Fi network over a four-week period. These sessions consumed 1,711,132 minutes of browsing and 139,197.35 megabytes of data transferred. The trial phase also identified the types of devices accessing the network, including Phones, iPads, Android phones, tablets and laptops.

As expected, the desire for the Wi-Fi was evident and the Aruba Networks solution was rolled out to all the company owned stores across Australia at the beginning of 2012.

The result is a secure and stable wireless network. KFC provides customers with free, no obligation Wi-Fi for 15 minutes, with 50 megabytes of download when they visit the store. If they wish to obtain 100 megabytes of download and have access to one hour of free Wi-Fi, customers need to simply enter their email address.

"The technology allows us to monitor usage and report on the uptake of Wi-Fi in our stores. Feedback from store owners and customers has been very positive as they can now easily access a fast and high-performance Wi-Fi network," said Mr Hussnain.

### MORE THAN JUST A NETWORK

The Aruba Networks solution not only facilitates the secure onboarding of guests, but also provides the capability for proximity marketing. This allows KFC to extend its specials and deals to customers' mobile devices when they are connected in-store. When customers access the Wi-Fi network after accepting the terms and conditions, they are immediately directed to a page featuring a KFC special offer.

According to Mr Hussnain, this marketing capability has enhanced customer engagement with special offerings.

"We conducted an analysis and found the uptake of deals in Wi-Fi stores was much higher compared to the non-Wi-Fi stores. The ability to deliver marketing through video advertisements or discount offers was a key driver in KFC choosing Aruba's solution. With links to a CRM system, these messages could be a personalised and unique offering."

The Wi-Fi value-add for consumers has been a huge success for KFC, with Aruba's solution providing a point of differentiation against competitors. By offering a reliable digital experience to consumers, KFC is at the forefront of a highly competitive retail market, meeting growing needs for connectedness and brand engagement.

The Wi-Fi network has been such a success that KFC corporate and franchise stores are now implementing Aruba's solution nation-wide.

KFC franchise stores are excited to offer Wi-Fi throughout their stores because by doing so, franchisees gain visibility into their locally registered users, further pushing marketing initiatives to interact with local customers on a deeper level. Along with these business benefits, brand standardisation is another driver for rolling out the Aruba Wi-Fi across all stores.

When choosing Aruba Networks, Hussnain states, "Aruba was absolutely co-operative price wise and solution wise, providing a customisable solution which met specific configurations of the KFC environment. Following an extensive international vendor review, we approached Aruba Networks in Australia and were impressed by the technology and complete package offered. The solution has been tailor made to minimise operational impact in our stores and we don't require any additional cabling or wiring because the access point runs over the network."

Aruba Networks has changed the way in which KFC is perceived in an aggressive retail landscape, allowing the food outlet to grow and further engage with customers.

Hussnain states, "Aruba Networks is an easy to use Wi-Fi provider that has changed the way KFC conducts business. Aruba has provided a solution to drive in-store engagement and deliver highly tailored interactions with consumers via a guest access wireless network."

Looking ahead, KFC is exploring opportunities to greater integrate Wi-Fi with its CRM system, and on-board all stores in Australia.

"The uptake of the wireless network by both store owners and customers has been impressive. We see significant opportunities to extend this further and engage with

customers to provide tailored offerings and connectivity in-store to enhance the dining experience," added Hussnain.

According to Steve Coad, Aruba Networks Managing Director for Australia and New Zealand, retailers need to respond to the needs of #GenMobile customers who demand free and secure Wi-Fi when in-store.

"Here at Aruba Networks, we're rolling out the new generation Wi-Fi networking standard, 802.11ac, combined with ClearPass to allow Australian retail companies to securely onboard and manage customer guest Wi-Fi access in-store, enabling the capability for proximity marketing. The latter being a true value-add for retailers," said Mr Coad.

enables an all-wireless workplace and customer environment. This is being driven across all sectors, led by the increasing demand by businesses and consumers for Wi-Fi that's fast, secure, reliable and stable enough to withstand significant demand at any one time," said Mr Coad.

#### ABOUT ARUBA NETWORKS, INC.

Aruba Networks is a leading provider of next-generation network access solutions for the mobile enterprise. The company designs and delivers Mobility-Defined Networks that empower IT departments and #GenMobile, a new generation of tech-savvy users who rely on their mobile devices for every aspect of work and personal communication. To create a mobility experience that #GenMobile and IT can rely upon, Aruba Mobility-Defined Networks™ automate infrastructure-wide performance optimization and trigger security actions that used to require manual IT intervention. The results are dramatically improved productivity and lower operational costs.