

Applebee's Serves Reliable Wi-Fi Connections in Brazil Locations



"We had tried other manufacturers' equipment, but other brands didn't provide us what we really need to deliver the best experience for customers and contributors. We chose Cambium Networks for their quality, flexibility and cost benefits to our business."

- EDUARDO DE SIMONI JÚNIOR,
NETWORK OPERATIONS,
APPLEBEE'S



cnPilot™ e400 Indoor Enterprise AP

The Challenge

LIKE ALL RESTAURANTS, APPLEBEE'S BRAZIL LOCATIONS wanted to offer the best service possible. Today, as part of that service, customers expect reliable and easy-to-access Wi-Fi. However, Wi-Fi service has been an issue for the bar-and-grill style restaurant chain in the past; Applebee's had experienced inconsistent connections. As a result, customers dealt with poor navigation experiences and employees contended with instability in the corporate Wi-Fi network.

To meet customers' expectations, the restaurant chain needed streamlined Wi-Fi service, quality WLAN, a better understanding of their customers and Wi-Fi compatible with their Wispot social Wi-Fi solution (www.wispot.com.br). Wispot allows their customers to join restaurant Wi-Fi, and it sends messages and advertisements directly to mobile devices. Applebee's needed a solution that would cover an area of 500 square meters per location while meeting all expectations.



Applebee's Brazil locations needed a solution that was compatible with Wispot.

The Solution

CAMBIUM NETWORKS' CNPILOT™ e400 INDOOR ENTERPRISE ACCESS POINTS (AP) provided Applebee's with the reliable, high-performance Wi-Fi their restaurants needed. The Cambium Networks Wi-Fi solution has seamlessly integrated with Wispot, allowing Applebee's to capture customer data and deliver personalized messages to mobile devices through the Wi-Fi network.

Tying everything together, Applebee's simplified their device management with cnMaestro™, Cambium Networks' free wireless network manager. cnMaestro enabled them to install, operate, monitor and manage the entire network with ease and full network visibility.

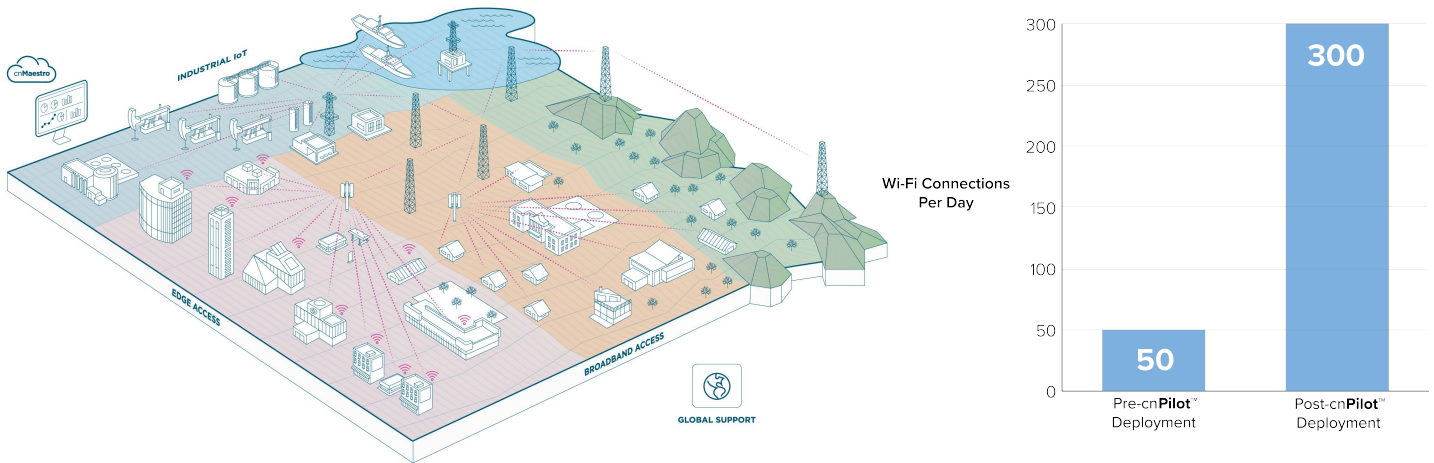


In addition to offering reliable Wi-Fi, Applebee's is able to deliver personalized messages to customers.

The Results

APPLEBEE'S CUSTOMERS NOTICED THE ENHANCED QUALITY of the Wi-Fi service, and they have been able to receive communications through Wispot. Additionally, employees have been quickly serving customers, which reflects the team's increased productivity.

Customers enjoy an excellent internet experience and use simple forms of authentication to join the network, including Facebook and Google. Before implementing cnPilot APs, Applebee's had 50 customer Wi-Fi connections per day at each restaurant; now, Applebee's serves a wider coverage area with an average of 300 users per location per day.



Excellent cost-to-benefit ratio



Increased service area



Supports more simultaneous users



Integration with Wispot

Next Steps

INTEGRATION OF CNPILOT e400 APS WITH THEIR SOCIAL WI-FI SOLUTION will allow Applebee's to send out promotional coupons and customer satisfaction surveys straight to customers' devices. With these solutions working in tandem, Applebee's can get to know their customers while the customers can enjoy high-speed, quality Wi-Fi and learn more about what Applebee's has to offer.