

Cellular Coverage Solutions for Retail

With in-store mobile purchases growing at 67%, cellular coverage is a must



Better Signal Coverage = Better Business

Many stores suffer from poor mobile coverage for a number of reasons. These include building materials and construction techniques that block signals, locations away from towers or in areas of high interference, and poor outdoor coverage. All of this at best weakens, and sometimes eliminates, mobile coverage inside, negatively impacting operational efficiency, safety and welfare, and overall shopper spending.

Customers often need to leave the store to make and receive calls and text messages or to search the internet, leading to lost sales/revenue. Poor connectivity also reduces dwell times and limits a store's ability to convert sales.

Retailers Can Resolve the Limitations of Poor Mobile Coverage

Nextivity CEL-FI coverage solutions, with patented IntelliBoost technology, provide the best coverage performance with the leading return on investment. Deploying cellular enhancement in-store improves the experience for all shoppers, not just those who happen to connect to Wi-Fi – which is a decreasing number due to lack of trust in public Wi-Fi.

Additionally, good cellular coverage enables stores to maximize their investments in technology, such as IoT sensors, digital signage, PoS and payment solutions, as well as facilitating easier access and greater usage of their loyalty app.

Cellular Enhancement Benefits

- Improves customer experience
- Enables payment authentication
- Increases dwell times and average spend
- Increases revenue
- Provides competitive advantage
- Enables contactless amenities – QR codes, couponing, delivery apps
- Improves customer and staff safety and security
- Improves operational efficiency – stocking, inventory management and warehouse operations

A Key Role in Facility Safety

- Emergency communications (9-1-1) calls
- Faster incident response time
- Navigation and directions
- Communication during disasters
- Coordination and organization of response
- Increased sense of security
- Lone/remote worker safety
- Accessibility support