IACBOX
Internet Access Control

Step-by-step for contactless guest communication via WiFi

Step 1 > WHERE in the network?

When trying to bring a traditional offline service online to the customer, the right place and time are crucial for success. It may be perfectly clear that a guest chooses from the menu at his table in the restaurant. But does this area also exist on your network?

It always makes sense to delimit online spaces: Customers in the lobby, in their guest rooms, in the restaurant or by the pool want to find suitable content on the WiFi page. For example, the guest in the lobby can use contactless check-in or the visitor in the restaurant can use the digital menu. In any case, the IACBOX allows separate areas to be created not only with differently configured online access, but also with different login pages / redirects.

The prerequisite for this is identifiable network traffic. Today, most access points / switches allow you to broadcast more than one SSID and to tag traffic. If that should not be possible in your infrastructure, there is still the solution to insert an additional contactless button on the login page of the IACBOX.

Step 2 > WHEN in the customer journey?

Depending on whether it is a hotel or restaurant guest, a patient or a visitor, the need for digitally accessible content – pages, forms, applications etc. – can vary in different phases of the customer journey. Check-in is at the beginning of the stay, check-out at the end, the menu may not only be consulted for the first order, but later again for the dessert, and guest surveys may make sense at different times.

This time component can also be managed with your IACBOX. Often, especially in hotels, the remember me feature ensures guests do not have to log in every time they access the WiFi. But there are times when you as the operator want them to land on the login or any other desired page. Especially for these purposes, the IACBOX offers settings like ticket duration or features like the **planned redirect**.

Step 3 > HOW on IACBOX?

Here's some popular ways on the IACBOX in detail:
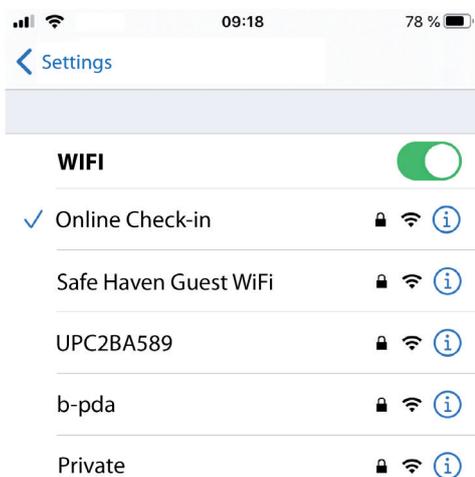
#1 Dedicated SSID: You can use a separate SSID not meant to provide free Internet access, but specifically contactless communication for certain content. Depending on the use case, name it in an unmistakable way: "Check-in", "Reception", "Menu", "Visitor information", "Patient terminal" etc. When selecting this SSID on the smartphone, the menu, the check-in form, etc. appear immediately.

Advantage:
· Easy to use, no scans or downloads.
· Misunderstanding or confusion with free WiFi service is practically impossible.

#2 Direct forwarding before registration: Can be set for each VLAN. As soon as a guest's device calls, it is sent to the desired page.

Advantage:
· Similar to #1: simple and easy, no scans or downloads.

To be noted:
· URL of the desired redirect has to be entered in the Free for all feature.
· If there is no separate SSID for free WiFi and this service should also be available in the same area, the page must contain a link back to the login page (for example: "Go online now") – or even better, use variant #4 instead.

#3 Login page with contactless button only: In line with the area where it is to be offered, the Login API page is designed and the button named in a way that it clearly shows where it leads to.

Advantage:
· Like #1: simple operation, no scans or downloads.
· Misunderstanding or confusion with free WiFi service practically impossible.
· Presentation as special guest service and additional messages possible.

Here is what the preview looks like in the WebAdmin:
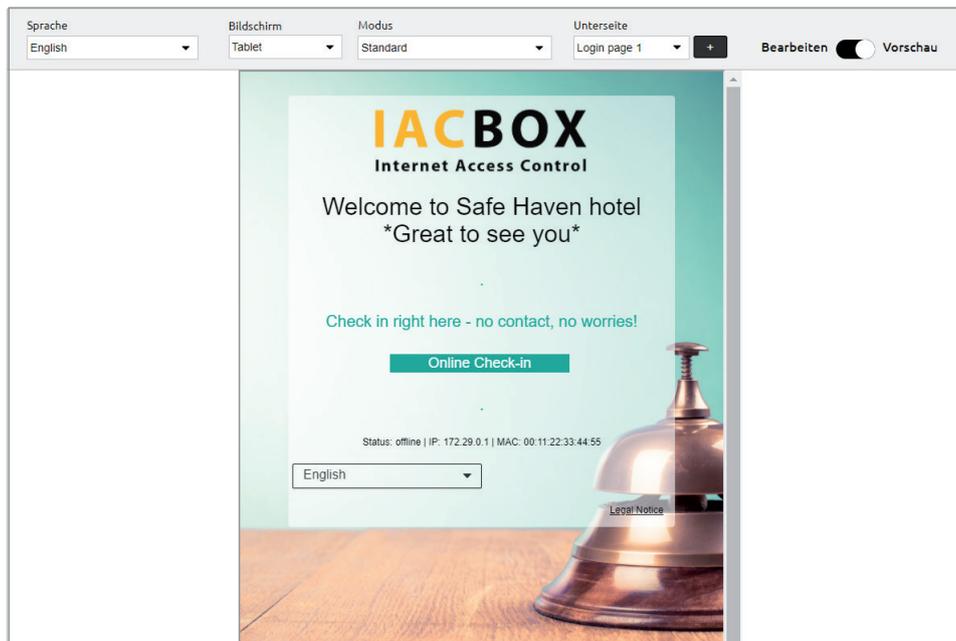
#4 Additional contactless button on the WiFi login page: In addition to the login button, another button can be displayed on the login page with an underlying link. Depending on the situation, the guest can decide whether to consult the online menu or go online.

Advantage:
· Easy to use, no scans or downloads.
· Misunderstanding or confusion with free WiFi service is unlikely.
· Works even without VLAN capability at the access point.

To be noted:
· Depending on the guest device, after consulting the destination of the contactless button, the customer might have to select the SSID again for going online.
· Settings in the CSS editor necessary, but fairly simple:

Here are examples of login pages with alternative contactless button: