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# WiFi SPARK

## Comprehensive WiFi Solutions for Airports



WiFi SPARK Head Offices, Exeter

Passengers are back in their hoards but are there innovative technological changes awaiting them?

Beginning with your WiFi, WiFi SPARK is here to elevate your offering in a way that streamlines information delivery, provides

insightful analytics and makes the running of transport hubs easier than ever before.

WiFi SPARK is a WiFi solutions company that focuses on ensuring advanced connectivity as a base and tailoring a package that works to solve the specific pain points of a client whilst encouraging mutual innovation to deliver a cutting-edge WiFi experience for users.

### Specialist in Commercial WiFi Solutions

WiFi SPARK is the owner and developer of the innovative and unique SPARK® platform which delivers the most flexible, feature-rich and scalable solution for guest-access WiFi on the market today. The SPARK® platform has successfully been deployed across a

multitude of sectors, ranging from shopping centres and stadiums to hospitals and enterprises. So, you can ensure your visitors can enjoy high-speed, secure connectivity wherever they are.

The premier option for enterprise-grade, guest-access WiFi, WiFi SPARK has invaluable expertise in connecting millions of users to the internet, and provides more than just WiFi. The SPARK® platform is flexible and integrates seamlessly with existing systems such as Loyalty, CRM, CMS and Business Intelligence, providing a branded and bespoke user experience for your visitors that include user recognition to deliver welcome back messages.

In addition, we provide an enhanced reporting platform so you can track data in real-time to help you boost loyalty and increase ROI. Finally, we can also provide additional services on top of the WiFi, like SPARK® Media, which delivers entertainment including free TV, radio, films and books all to the user's own device.

## More Than Just WiFi

WiFi is an asset that is not only best utilised to deliver a service to passengers, but also to generate revenue and engagement opportunities for the airport.

As well as offering free internet access to travellers while they await their flight, intelligent WiFi can be used to improve customer satisfaction, improve planning, integrate with digital signage and CRM databases, all in a bid to provide value for both the airport and its passengers.

On top of that, airports can effectively use passenger analytics to better understand the movement

of passengers around the airport for effective crowd control, which in turn can help to organise the time at which passengers are called to gates for a speedy and efficient departure. With duty-free areas being bustling retail hubs, store holders can gain valuable insights, just as shopping centres up and down the UK have been, to better interpret footfall into their stores or provide marketing opportunities through advertisements on the User Experience Portal all to better target their shoppers.

With layovers, unexpected delays or premature passenger arrival times, passengers spend a great deal of time sat requiring entertainment when at airports. Luckily WiFi SPARK has a solution for that too. Used effectively across the healthcare sector to entertain patients within the NHS, SPARK® Media provides a hub of entertainment showcasing live TV, films, radio, newspapers and magazines and more all via the WiFi to passengers' own devices – all at no cost to the end user.

## Case Study – Newcastle Airport

Newcastle International Airport is the largest airport in the North East of Britain, serving a catchment area of the North East, Southern Scotland, Cumbria and North Yorkshire. Offering locals the opportunity to connect both nationally and internationally, the airport itself provides employment opportunities and generates over £1bn into the regional economy every year.

Coming to WiFi SPARK with goals to enhance the passenger experience, satisfy requirements of both business and leisure passengers by providing a premium, reliable solution, providing a strong and

fast connection and reducing mobile data costs, IT Manager at Newcastle International Airport, Steve Duchar said the WiFi is *“a time saving necessity that enables [passengers] to maintain productivity, compensating for having to travel on long flights or over the weekend”*.

## A Managed End-to-End Service

Revolutionising the WiFi service at Newcastle International Airport, WiFi SPARK offered a comprehensive managed service platform with airport-wide coverage, a private network and specific SSIDs.

With a state of the art, fully customised User Experience Portal displaying the latest offers at the airport, passengers are able to easily navigate to their desired retail or rest point destination, streamlining their arrival at the airport. Returning customers are greeted by a personalised ‘welcome back’ message through use of WiFi SPARK’s signature Single Sign On authentication.

*“The solution that WiFi SPARK is providing is class-leading”* – Steve Duchar, IT Manager, Newcastle International Airport.

## Exceptional Support 24/7

As with all WiFi SPARK-managed solutions, a 24/7/365 UK-based Service Desk is provided. The purpose of the Service Desk is to provide support to users who are accessing or trying to access the on-site WiFi service. Any question big or small, the WiFi SPARK Service Desk is on hand to help.

## Safe, Secure and Compliant

WiFi SPARK has many accreditations, including ISO9001, ISO27001, Cyber Essentials, SSIP Worksafe Contractor, CHAS, RISQS, Achilles, Supply Line and more. The company is legally compliant with the Data Protection Act, RIPA and all new GDPR legislation. WiFi SPARK deals with the authorities on behalf of its customers, giving complete protection and peace of mind.

WiFi SPARK works with companies to ensure any solution benefits you and your customers. A WiFi SPARK solution enables you to offer your audience more whilst generating a return on investment and keeping you at the height of digital innovation. If you'd like to find out more about WiFi SPARK and how they can help you elevate your WiFi, scan the QR code opposite.



**WiFiSPARK**

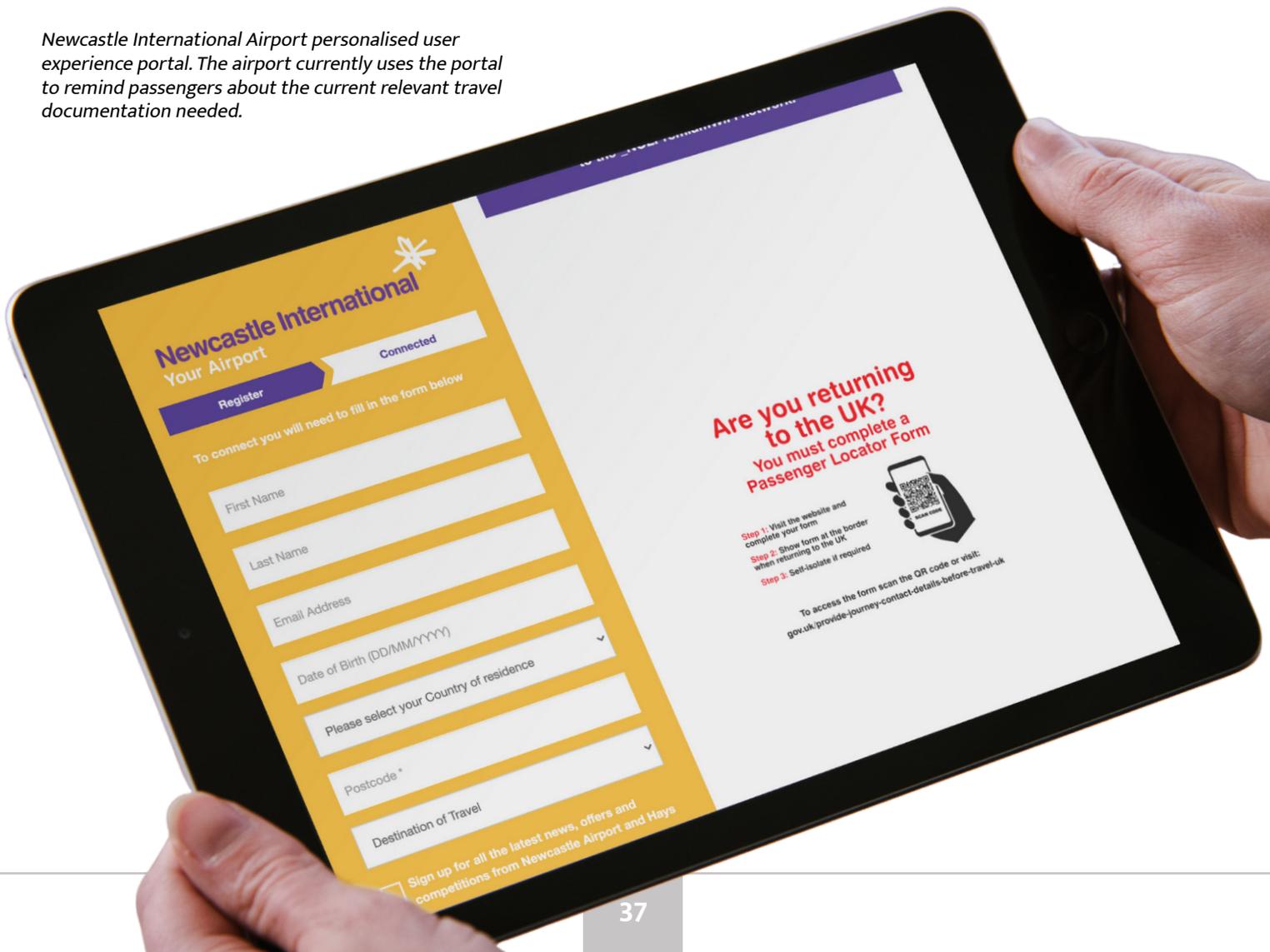
[info@wifispark.com](mailto:info@wifispark.com)

0344 848 9555

[wifispark.com/transportation](http://wifispark.com/transportation)



*Newcastle International Airport personalised user experience portal. The airport currently uses the portal to remind passengers about the current relevant travel documentation needed.*





## How can you level up your WiFi with **WiFi SPARK?**

Benefit from Passenger Analytics, 24/7/365 Support,  
Mobile Data Offload and a Continually Connected Passenger Journey.  
Scan the QR code below to learn more about  
WiFi SPARK's transport solution.



**WiFiSPARK** 