



Have You Ever Asked Yourself: How do I Offer Free WiFi to my Customers?

As your business grows and you look for ways to bring in more customers, you will probably ask yourself "How do I offer free WiFi to my customers?" If you haven't yet, here's why you should.

We can't stress the benefits of offering free public WiFi at your business enough. Studies have shown that customers stay longer, purchase more items, and are more likely to return when a business offers free WiFi, and it's easy to do. However, there are some things you should be aware of.

The most important fact to be aware of is that offering public WiFi comes with its risks, and it's not a bad idea to require users to accept a Terms of Service (ToS), for legal reasons, before allowing them access. You also need to be aware that opening your network to the public does pose some security risks, but they are easy to minimize.

The first step is to purchase separate hardware for your WiFi and leave the hardware you use for your business closed off to the public. Letting your customers on the same network where you host your files greatly increases your risk of being hacked and can lead to huge fines and a very poor mark on your company's record.

The second step, is to put a password on your WiFi hotspot in order to keep squatters, or people walking by on the street outside from jumping on your service and going to sites that are less than reputable, if not outright illegal. The easiest way to do this is to add your WiFi password to your business's receipt so that only paying customers can access the network, and change the password regularly, either daily or weekly, to keep it more secure.

The third step is to keep it protected with up-to-date firmware and a firewall to keep intruders and hackers out.

These steps will give your business a first-rate WiFi service that customers will appreciate and return to. If you have any other questions or concerns about setting up free WiFi, please [contact us](#)—515-270-5300



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