

Category Feedback: Out of Home Free WiFi



THE CHALLENGE

- The client's enterprise team was **unsure of the need for OOH free Wifi** by people in Singapore
- The team was looking for **evidence** on peoples' inclination to use free Wifi services to support their enterprise broadband solution business case

OBJECTIVES

- **Gauge user opinion** on using **free Wifi** services in Singapore
- Identify the reasons behind user willingness to use or not use the service

SOLUTION

- Social Media listening on free Wifi with keywords such as – Wifi at café/MRT/bus top, Wireless@SG etc.
- Analysis of social media buzz on free wifi from media, influencers and resharing of the same
- Analysis of consumer comments around free wifi from social media and categorising by sentiment

INSIGHTS

- High **positive sentiment towards free Wifi** – new terms such as **'hoboing'** for free wifi and **'leeching'** wifi discovered
- Need for Wifi 'everywhere' for a multitude of activities
- Interest around free Wifi especially in relation to public transport

BUSINESS IMPACT

- The analysis helped **support the business case** for client's enterprise solution
- The insights from listening were **included in the sales kit** to showcase consumer voice to potential clients

SAMPLE CONSUMER VERBATIM



free Wifi wew i love kallang wave mall **HAHAH**

free Wifi makes me **soooo happy**
like god bless your kind souls



Hoboing at a train station for free Wifi

Leeching Wifi @ Starbucks hehe

