



Onboarding Portal Instructions

Logging into the portal

The onboarding portal is primarily used for amending the guest journey, including:

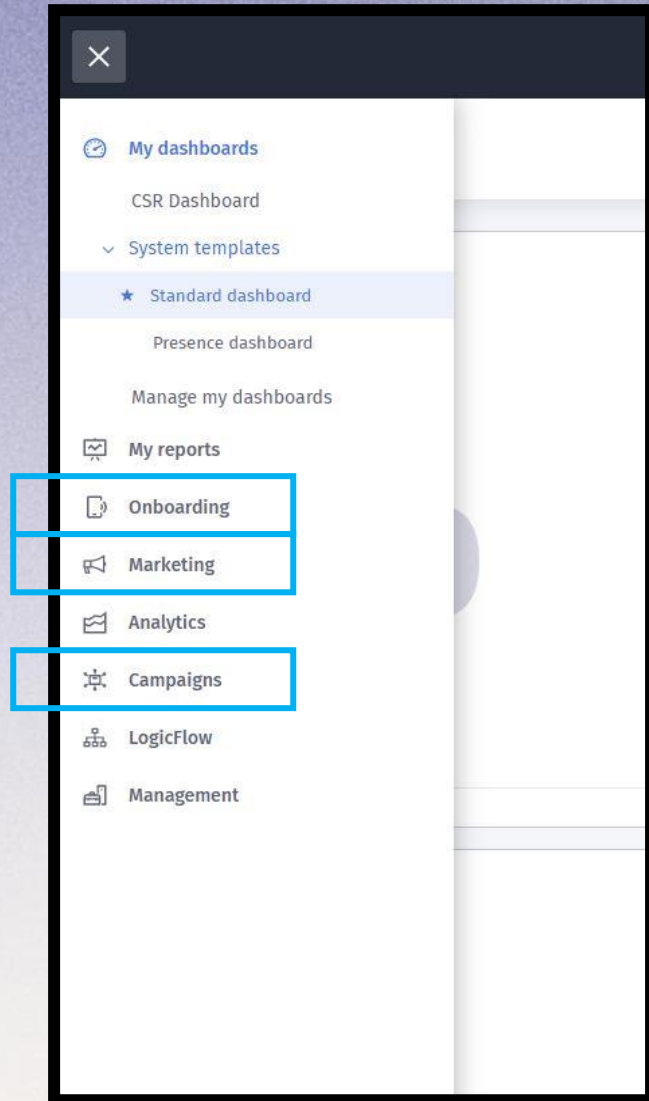
- Images on the splash page
- Data fields on the registration form
- URL redirects that guests land on once they're online
- Adding short surveys onto the login journey for quick feedback

The URL for the portal is: <https://portal.wireless-social.com>

When you receive an email with your login details, please note that the initial temporary password is case sensitive, and often doesn't work if you copy and paste it, so it needs to be typed.

However, once you login to the portal there is the opportunity to change the password to something you will remember more easily.

Useful sections of the portal



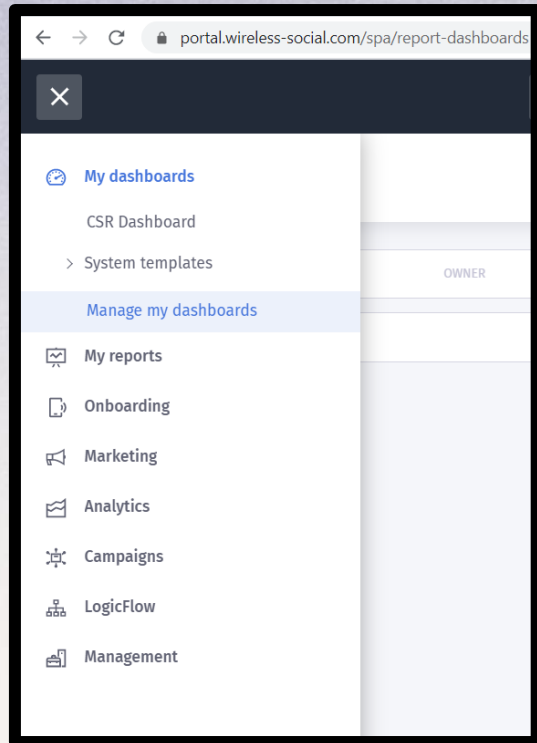
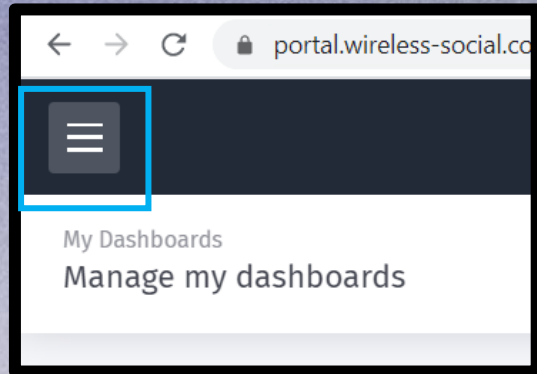
Onboarding menu – create splash pages, access journey redirects, add microsurveys into a user journey and change marketing opt in text.

Marketing menu – create microsurveys and NPS surveys

Campaigns menu – view your results and guest feedback for microsurveys and NPS surveys



Portal menu



To open up the main menu, on the top left there is a button with 3 lines.

Click that button to open and close the menu.



Splash pages

Onboarding > splash pages



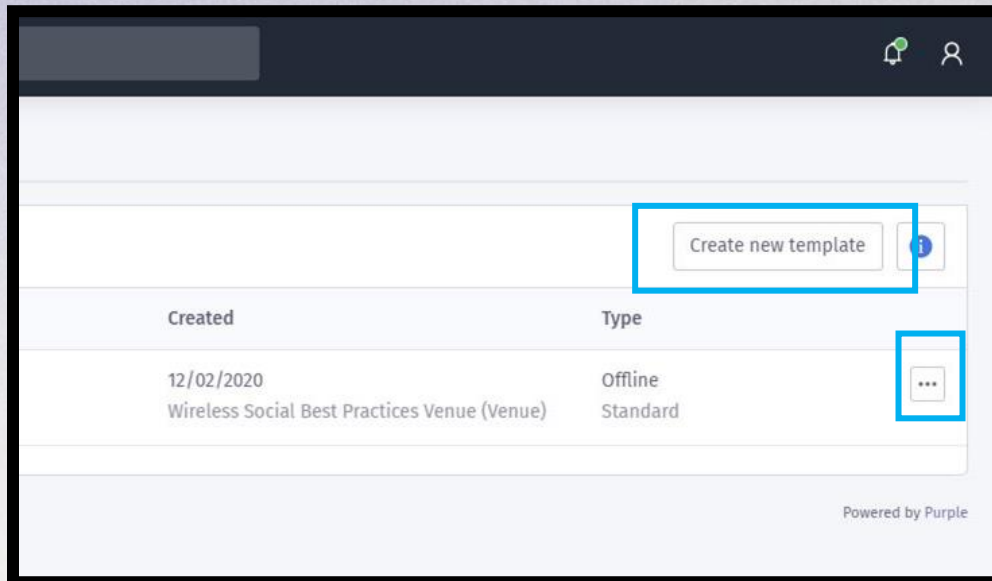
Create a splash page

Onboarding > splash pages

There are 2 different types of splash pages:

An offline (pre-login) splash page appears when a user first logs on to the Wi-Fi and displays the login options.

An online (post-login) splash page appears at the end of the login journey and states “Thanks you are now online”. However, the majority of our customers prefer to redirect their guests to their website homepage instead of an online splash page.



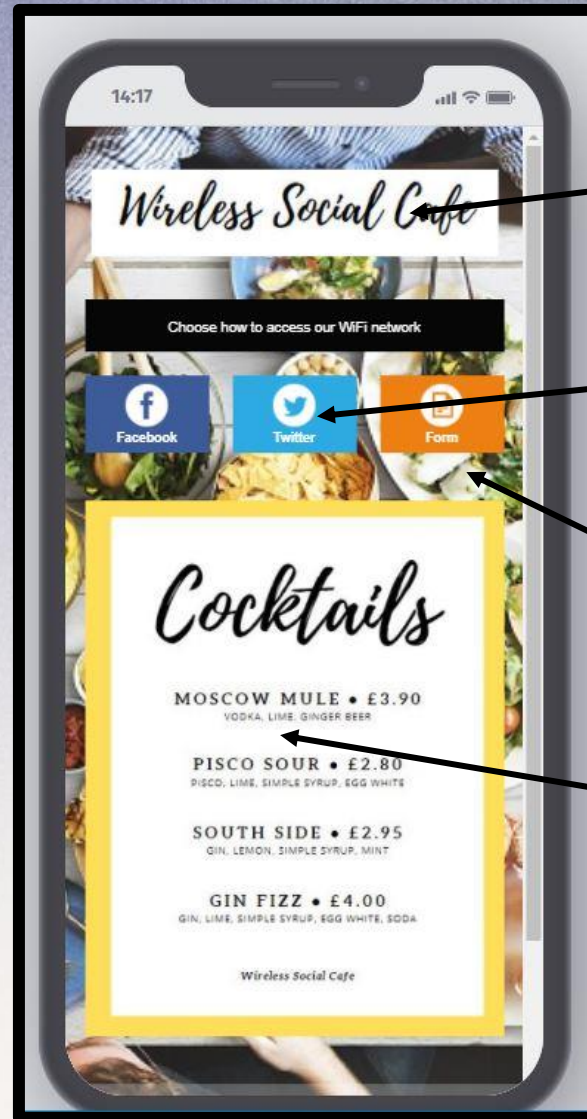
On this page there will be a list of any existing splash pages. You can choose to either edit an existing splash page, or create a new one.

To create a new one, click the ‘create new template’ button in the top right.

You can also ‘Duplicate’ existing splash pages to save time. This option is available in the ‘three dot’ icon next to an existing splash page.



Splash page design template



Logo

Login options

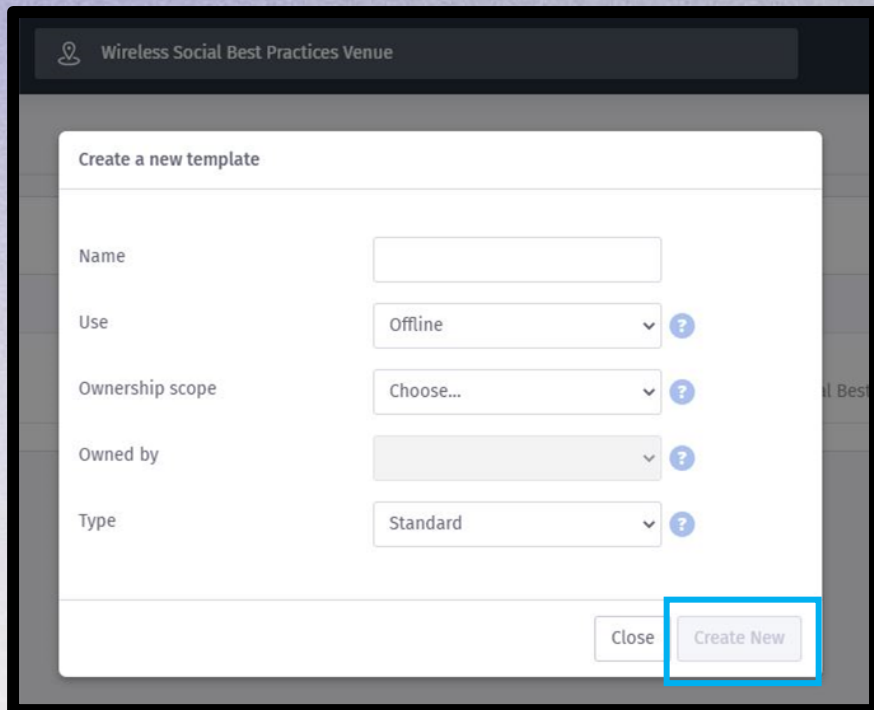
Background image

Content box



Create an offline (pre-login) splash page

Onboarding > splash pages > create new template



The screenshot shows a web interface for creating a new template. At the top, there's a header bar with a location pin icon and the text "Wireless Social Best Practices Venue". Below this is a modal window titled "Create a new template". The form contains five fields: "Name" (a text input), "Use" (a dropdown menu with "Offline" selected), "Ownership scope" (a dropdown menu with "Choose..." selected), "Owned by" (a dropdown menu with a greyed-out option selected), and "Type" (a dropdown menu with "Standard" selected). Each dropdown menu has a blue question mark icon to its right. At the bottom right of the modal, there are two buttons: "Close" and "Create New". The "Create New" button is highlighted with a blue rectangular border.

Fill out the details as so:

Name: Choose a relevant name. This is for internal use and won't be seen by your customers. For example "standard" "Christmas" "Manchester store"

Use: Choose 'Offline'

Ownership Scope: Choose:

- 'Customer' (your full estate)

OR

- 'Group' (for one of your brands)

OR

- 'Venue' (for a specific venue)

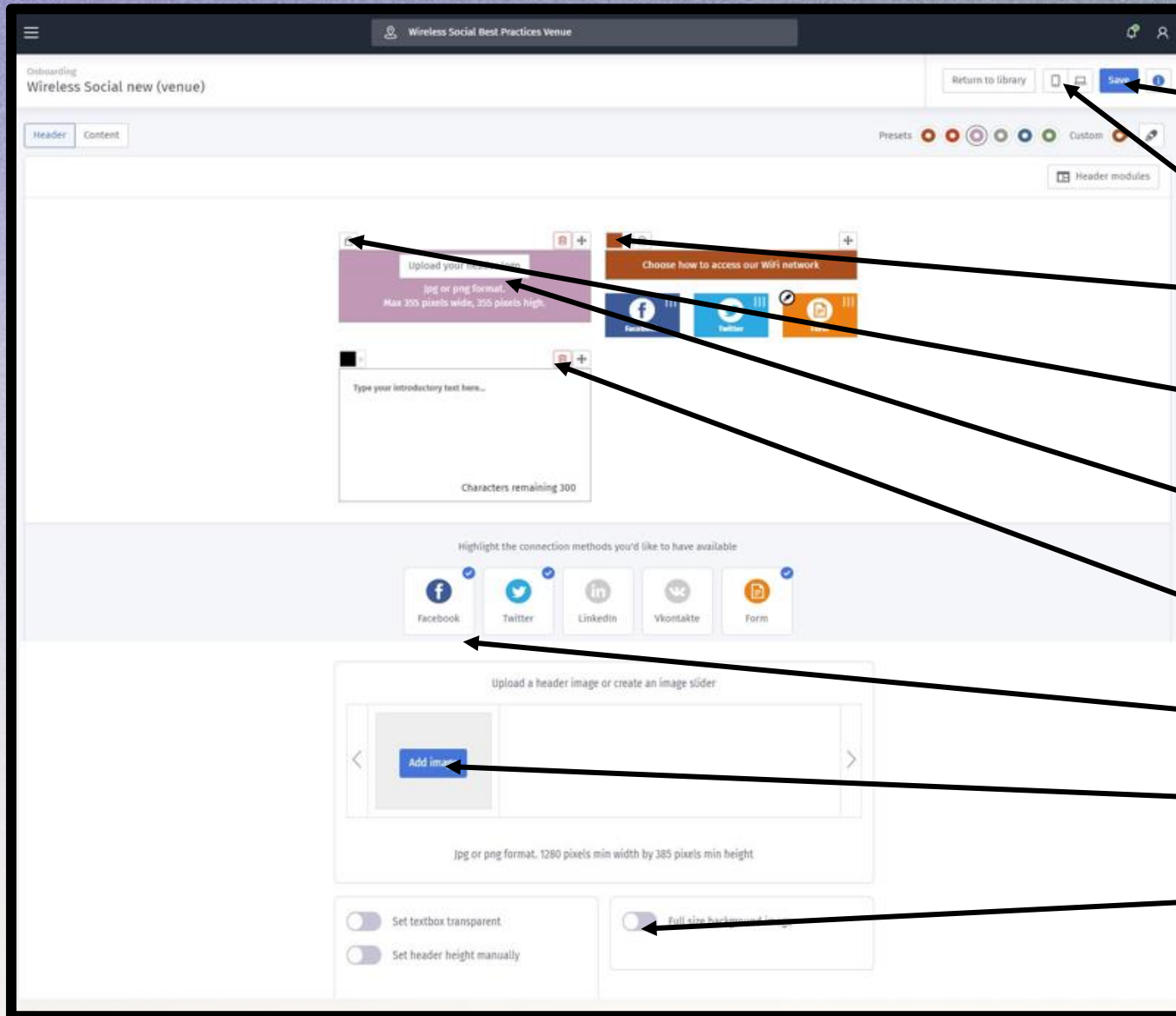
Owned by: Choose the relevant option from drop down menu

Type: Choose 'Standard'

Click "Create new"



Design a splash page template



Remember to regularly save your changes

Preview what your design looks like on a mobile phone screen

Change the colour of the bar

Padlock removes colour and crates a transparent background

Click to upload your company logo

A text box which can be removed by clicking the red bin if not required

Toggle on and off login options

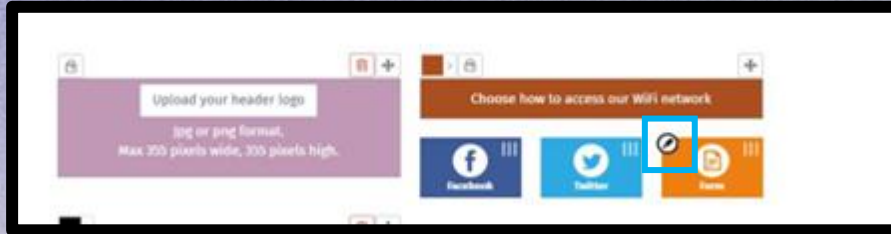
Upload up to 4 background images

Toggle on to ensure your background image is full size and formats correctly



Amend registration form fields

Onboarding > splash pages > create new template



On the splash page template, click on the 'edit' icon in the top left of the orange registration form button

A screenshot of the 'Form Settings' dialog box. The title is 'Form Settings'. Below it, the text says 'Configure the fields that appear on your WiFi Registration Forms.' There are six field configuration sections, each with a dropdown menu for the field name and two toggle switches for 'Enabled' and 'Optional'. The fields are: Title (dropdown: 'Your title'), Gender (dropdown: 'Your gender'), First name (dropdown: 'So we know what to call you'), Last name (dropdown: 'So we know who you are'), Date of Birth (dropdowns: 'DD', 'MM', 'YY'), and Mobile No. (dropdown: 'So we can authenticate you'). At the bottom right, there are 'Cancel' and 'Save' buttons. A blue square highlights the 'Save' button.

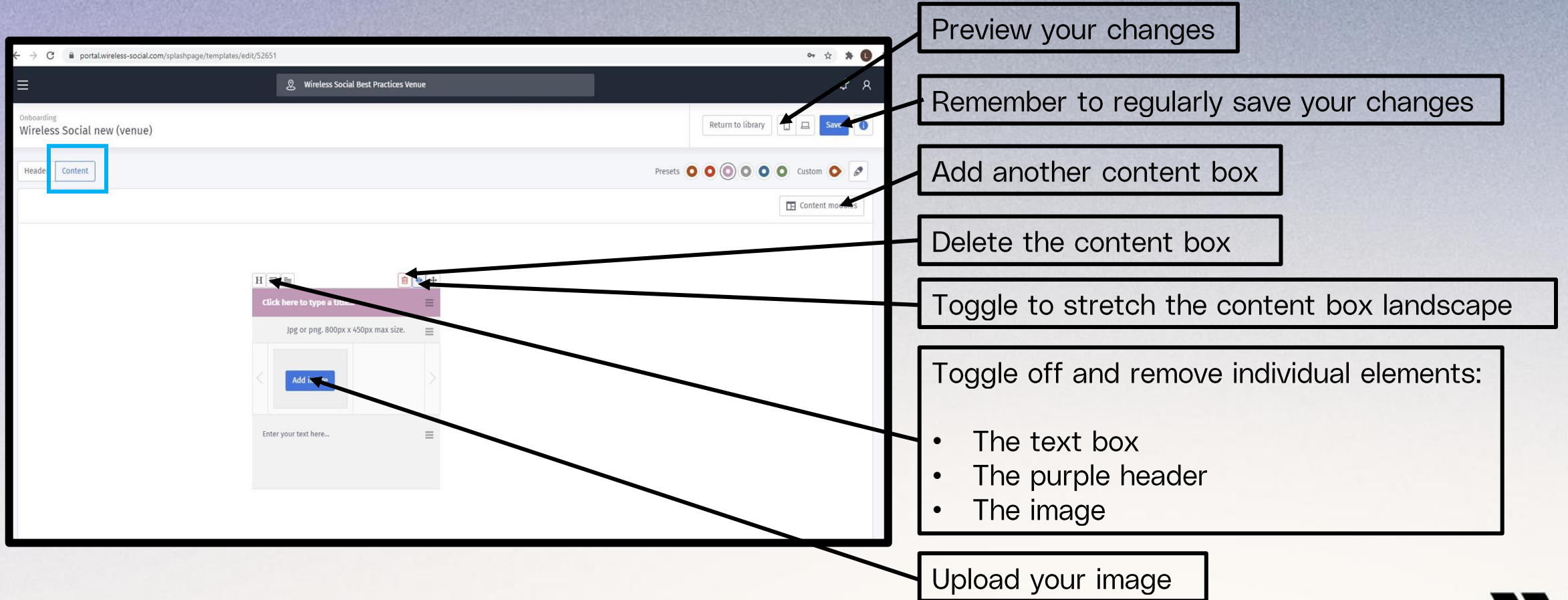
Toggle each field on, off, or optional

Click 'save'



Add a content box to a splash page

Onboarding > splash pages > create new template > content



The screenshot shows a web-based editor for a splash page template. The interface includes a top navigation bar with a hamburger menu, a title bar 'Wireless Social Best Practices Venue', and buttons for 'Return to library', 'Save', and a user profile icon. Below the navigation bar, there's a section for 'Onboarding' with a 'Wireless Social new (venue)' title. A 'Content' box is highlighted with a blue border. To the right of the content area, there are 'Presets' (a row of colored circles) and a 'Custom' option with a pencil icon. A 'Content models' button is also visible. A modal window is open in the center, showing options to 'Click here to type a title', 'Jpg or png. 800px x 450px max size.', and an 'Add image' button. Below the modal, there's a text input field labeled 'Enter your text here...'. Arrows point from various callout boxes to specific elements in the interface.

Preview your changes

Remember to regularly save your changes

Add another content box

Delete the content box

Toggle to stretch the content box landscape

Toggle off and remove individual elements:

- The text box
- The purple header
- The image

Upload your image



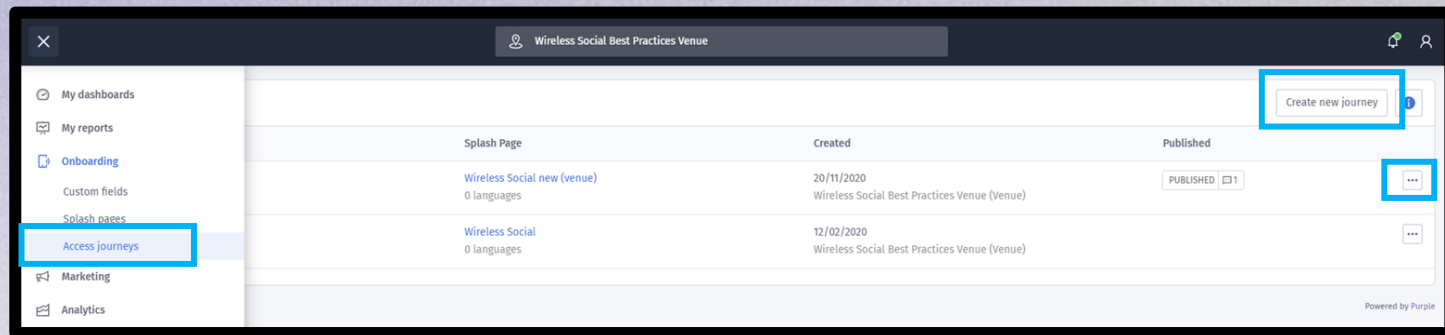
Access journeys

Onboarding > access journeys



Create an access journey

Onboarding > access journeys



On this page there will be a list of any existing journeys. You can choose to either edit an existing journey, or create a new one.

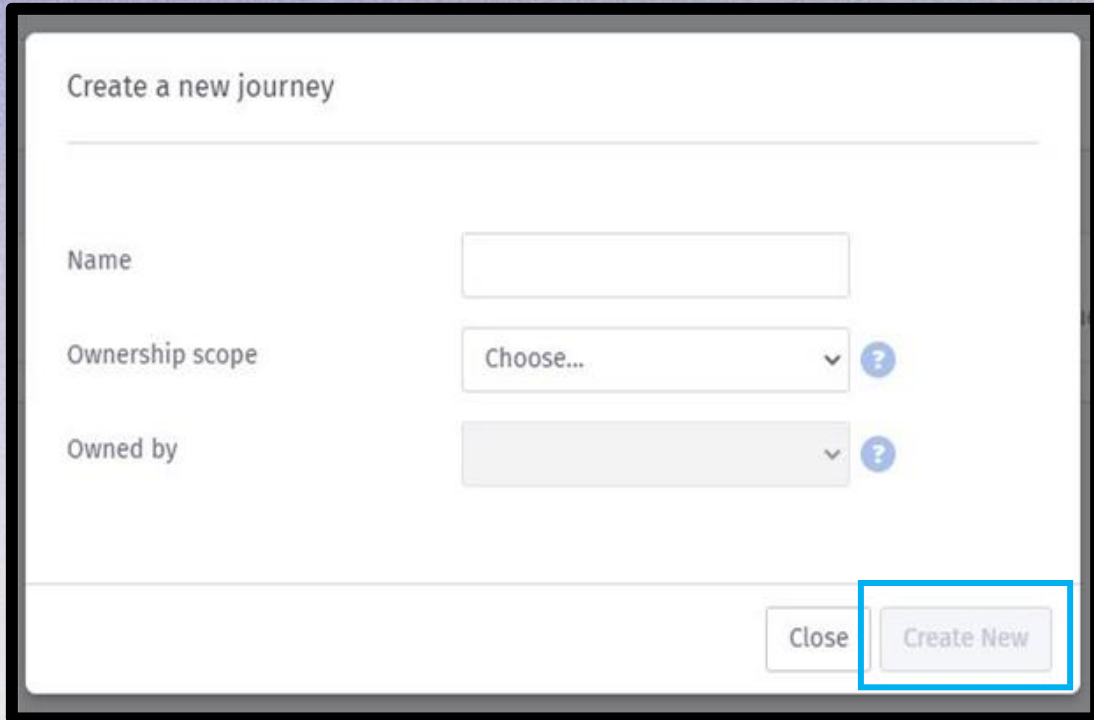
To create a new one, click the 'create new journey' button in the top right.

You can also 'Duplicate' existing journeys to save time. This option is available in the 'three dot' icon next to an existing journey.



Create an access journey

Onboarding > access journeys > Create new journey



Create a new journey

Name

Ownership scope ?

Owned by ?

Fill out the details as so:

Name: Choose a relevant name. This is for internal use and won't be seen by your customers. For example "standard" "Christmas" "Manchester store"

Ownership Scope: Choose:

- 'Customer' (your full estate)

OR

- 'Group' (for one of your brands)

OR

- 'Venue' (for a specific venue)

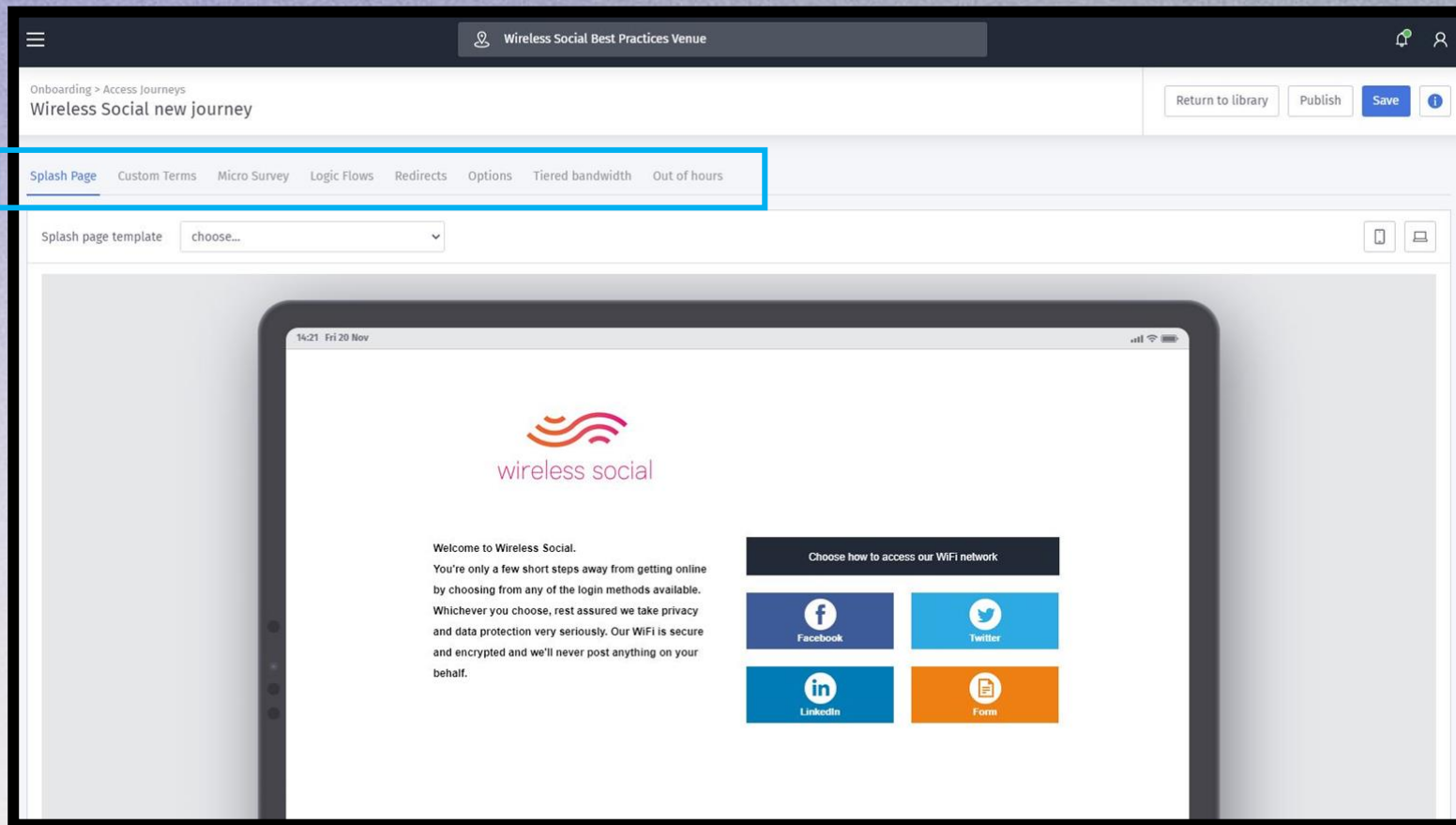
Owned by: Choose the relevant option from drop down menu

Click "Create new"



Access journeys

Onboarding > access journeys



There are various tabs along the top to change different settings.

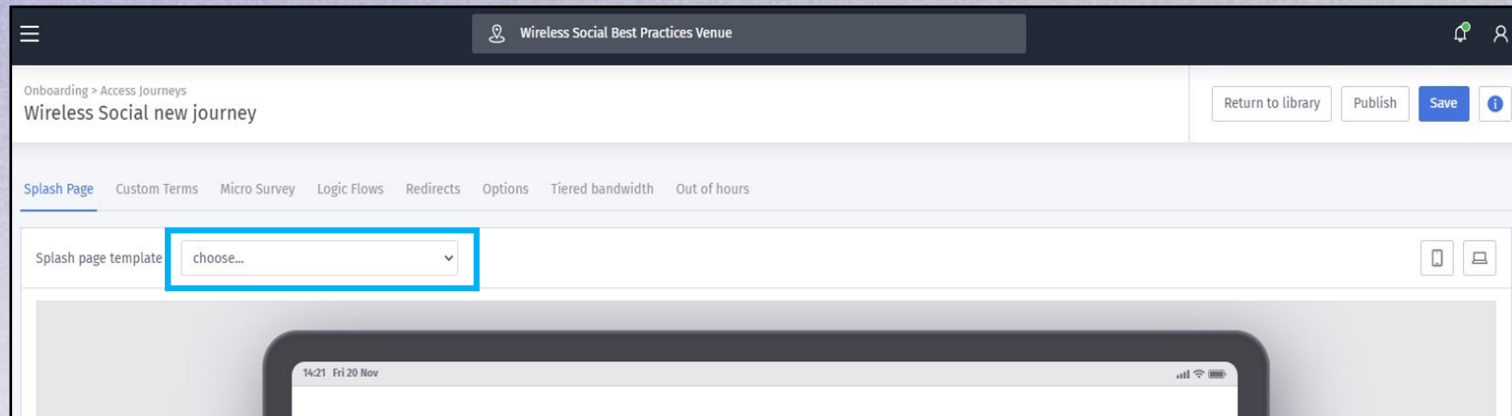
The tabs that need amending are:

- Splash page
- Micro survey
- Redirects
- Options



Assign a splash page to a journey

Onboarding > access journeys > splash page



You may want to change your splash page for different events and seasons, such as a Christmas themed splash page or a Valentines Day themed page.

On the drop down menu you can choose the splash page you want to be live. And then switch it back once the event is over.



Set a redirect

Onboarding > access journeys > redirects > new redirect

Wireless Social Best Practices Venue

Onboarding > Access Journeys
Wireless Social new journey

Return to library Publish Save i

Splash Page Custom Terms Micro Survey Logic Flows Redirects Options Tiered bandwidth Out of hours

Redirects

1 New Redirect

Your current redirect for this journey

Cancel Save

Name New Redirect

Select redirect type Url redirect

Specify your url http://

Conditions
You may add one or more conditions to this redirect. For a visitor to use this redirect their demographic details must match the conditions you specify.

Add new rule set

Powered by Purple

Save your redirect

Give your redirect a name

Select whether the redirect will be:

- A URL

OR

- An online splash page

Paste the URL or select the online splash page



Conditional redirects

Onboarding > access journeys > redirects > new redirect

Onboarding > Access Journeys
Wireless Social new journey

Return to library Publish Save

Splash Page Custom Terms Micro Survey Logic Flows **Redirects** Options Tiered bandwidth Out of hours

Redirects

1	All users	https://www.facebook.com/WirelessSocial	...
2	Targeted redirect by criteria	https://www.wireless-social.com/	...

Your current redirect for this journey Cancel Save

Name Targeted redirect by criteria

Select redirect type Url redirect

Specify your url https://www.wireless-social.com/

Conditions
You may add one or more conditions to this redirect. For a visitor to use this redirect their demographic details must match the conditions you specify.

Age Gender Number of Visits to Venue Birthday Last visit Platform Browser

+ Add another rule set

Powered by Purple

Redirects can be set to redirect different people to different places, for example:

- Guests who have visited 5 times are to be taken to a gift card page
- If a guests birthday is coming up, take them to a party packages page on your website



Marketing opt-in message

Onboarding > access journeys > options

The screenshot shows the 'Options' tab for a 'Wireless Social new journey'. The 'Options' tab is highlighted with a blue box. The 'Text prompting for the agreement' section is also highlighted with a blue box, showing the default message 'Agree to receive marketing material?'. Other options include 'Seamless login', 'Interrupt seamless logins for a micro survey', 'Age opt in', 'Test and Trace access journey', 'Age restriction enabled', 'Ask for Facebook Like', 'Ask visitors to opt-in to marketing material?', 'By default, visitors agree to accept', 'Enable separate marketing opt-in window', and 'Verify identity via SMS'.

These are the standard settings that we recommend

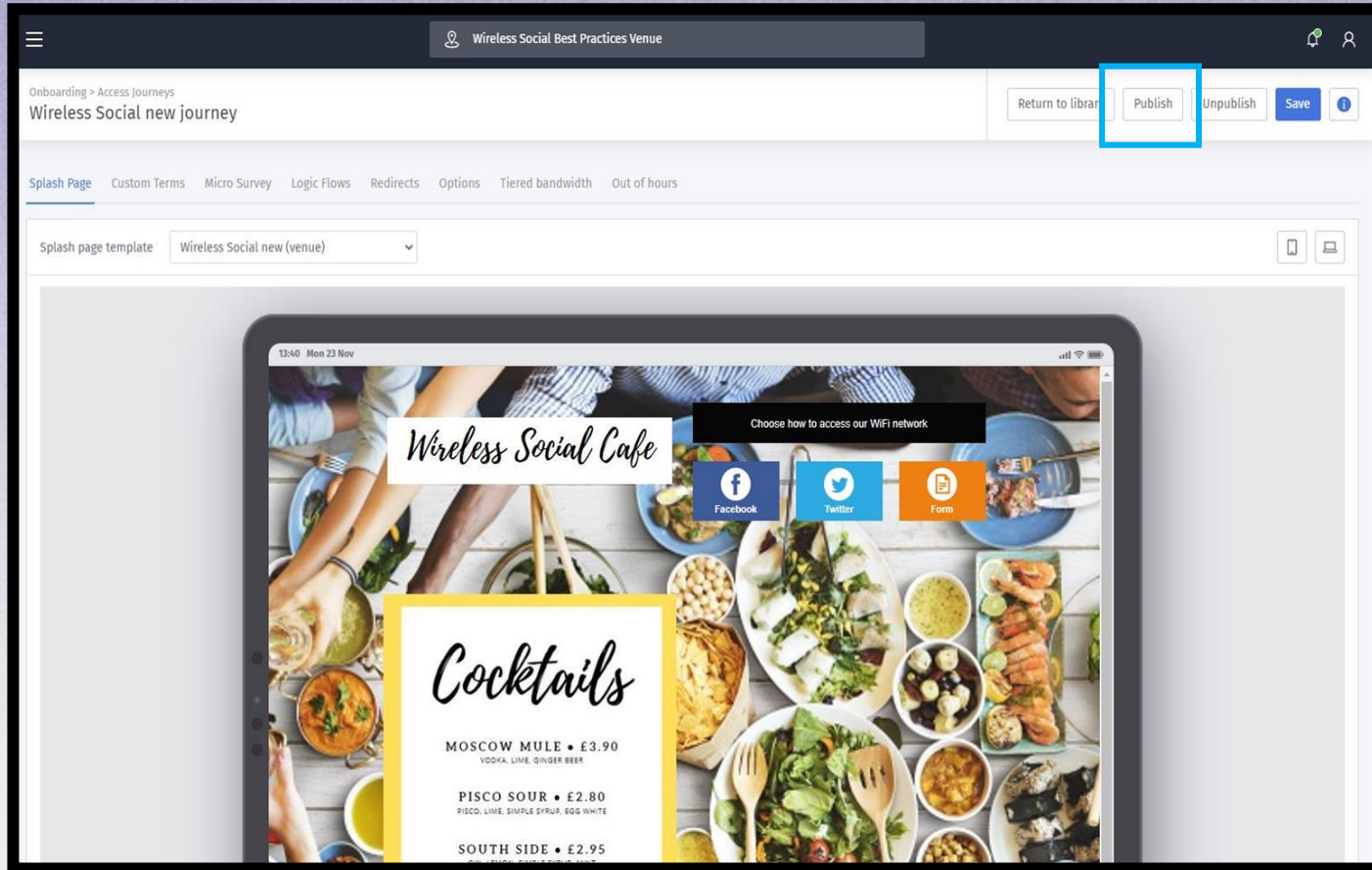
The marketing opt-in message is the text that your guests agree to when they choose to either tick the opt-in box or not

We've found that a short, simple message gets the best opt-in rate



Publish an access journey

Onboarding > access journeys > publish

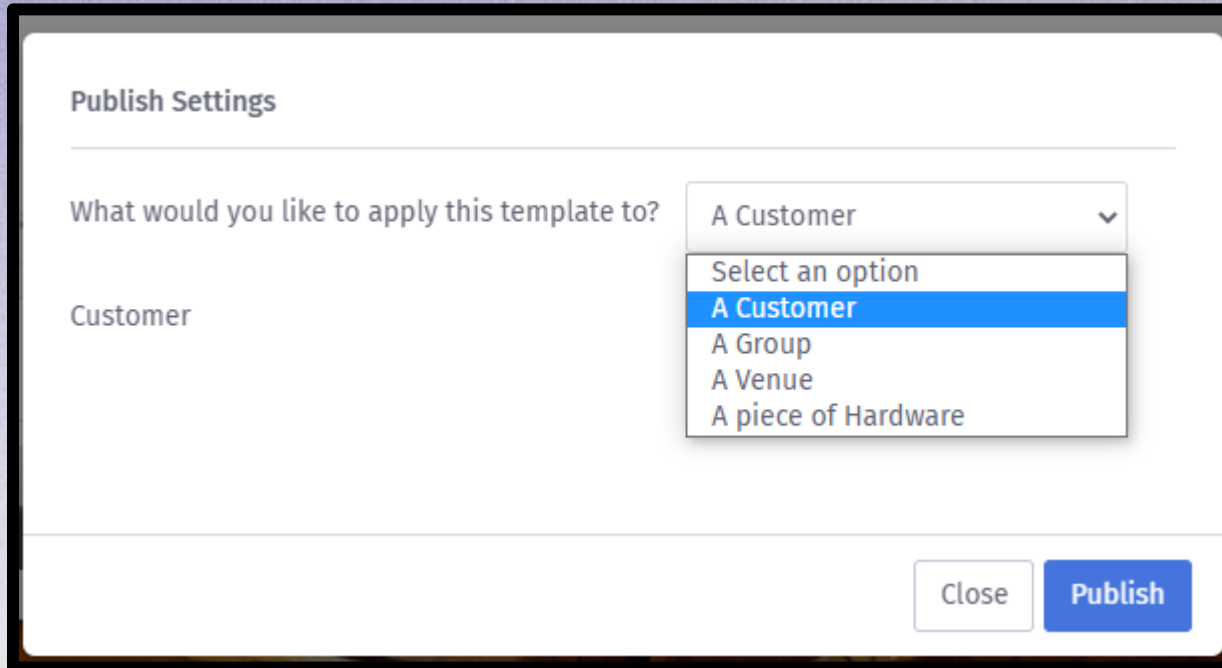


If you are happy with your splash page, redirects and marketing opt in message, you can now publish your journey and it will go live in the venue



Publish an access journey

Onboarding > access journeys > publish



Publish Settings

What would you like to apply this template to?

Customer

- Select an option
- A Customer**
- A Group
- A Venue
- A piece of Hardware

Close Publish

Where would you like to apply this template to:
Choose:

- ‘Customer’ (your full estate)
- OR
- ‘Group’ (for one of your brands)
- OR
- ‘Venue’ (for a specific venue)

Choose the relevant option from drop down menu

Click “Publish”



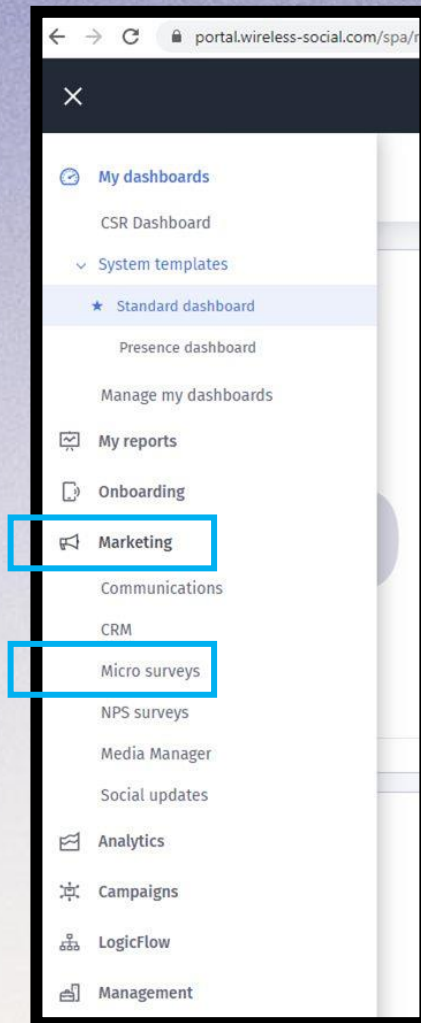
Micro surveys

Marketing > Micro surveys



Create a micro survey

Marketing > micro surveys



A micro survey is a good opportunity to ask your guests for some quick feedback about their experiences.

You can ask up to 4 questions on the survey, and you can either make it optional or compulsory

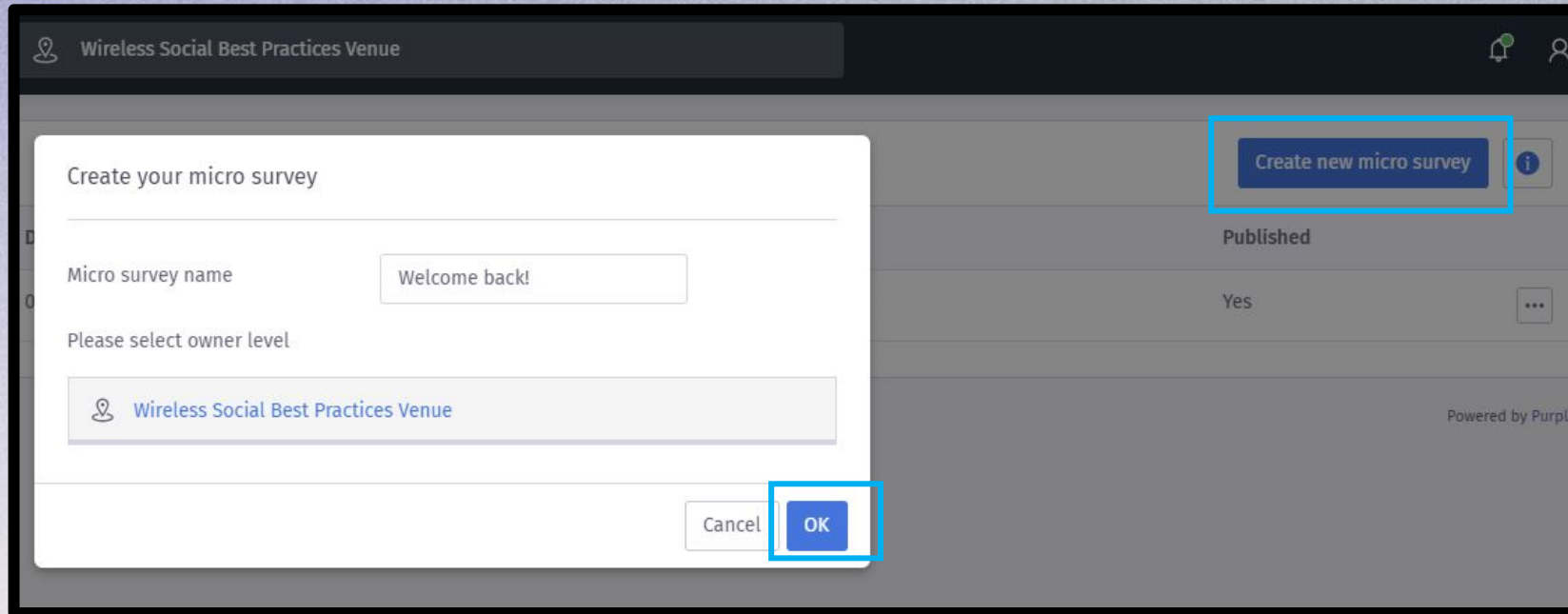
Some popular questions that operators have asked are:

- How did you hear about us? *Social media/walking past/recommendation/online search/other*
- How did you make your booking with us? *Website/phone/quandoo/I didn't book/other*
- Is there anything you'd like us to add to the menu that isn't on there already? *Open text box*
- Who do you usually visit us with? *Family&friends/colleagues/partner/alone/other*
- How often do you come to our restaurant? *Weekly/monthly/every few months/yearly/other*
- Is the music too loud in here? *Yes/No/a bit*
- Is it too dark in here? *Yes/no/a bit*
- What do you love the most about *brand name?* *Open text box*
- Did you know that we have an app where you can collect points and rewards? *Yes, I already have it / Yes, but I don't have it / No, but it sounds great / No, it's not of interest to me*



Create a micro survey

Marketing > micro surveys



Wireless Social Best Practices Venue

Create your micro survey

Micro survey name: Welcome back!

Please select owner level:

Wireless Social Best Practices Venue

Cancel OK

Create new micro survey

Published

Yes

Powered by Purple

This page will show a list of micro surveys have already been created.

Click 'Create new micro survey'

Give your new survey a name and select the owner level (full estate or just one venue.) This name will be seen by your guests



Create a micro survey

Marketing > micro surveys

Marketing > Micro surveys
Welcome back!

Return to library Preview Publish survey Save

Survey questions (4 max)

Question 1

QUESTION (max 98 chars.)

Question here

ANSWER TYPE

☒ Rating

☐ Multiple choice

☐ Text box

ANSWER STYLE

☒ Stars

☐ Circles

☐ Smiley faces

Add question

Survey settings

Survey name

Welcome back!

Survey introduction text (max 92 chars.)

Type a short intro to your survey here.

☐ User can opt out of the survey?

☒ Include within visitor's access journey

☐ Delay and send via email ?

Powered by Purple

Save your changes

Enter your question

Choose your answer type

The answer options change according to the question type you've chosen

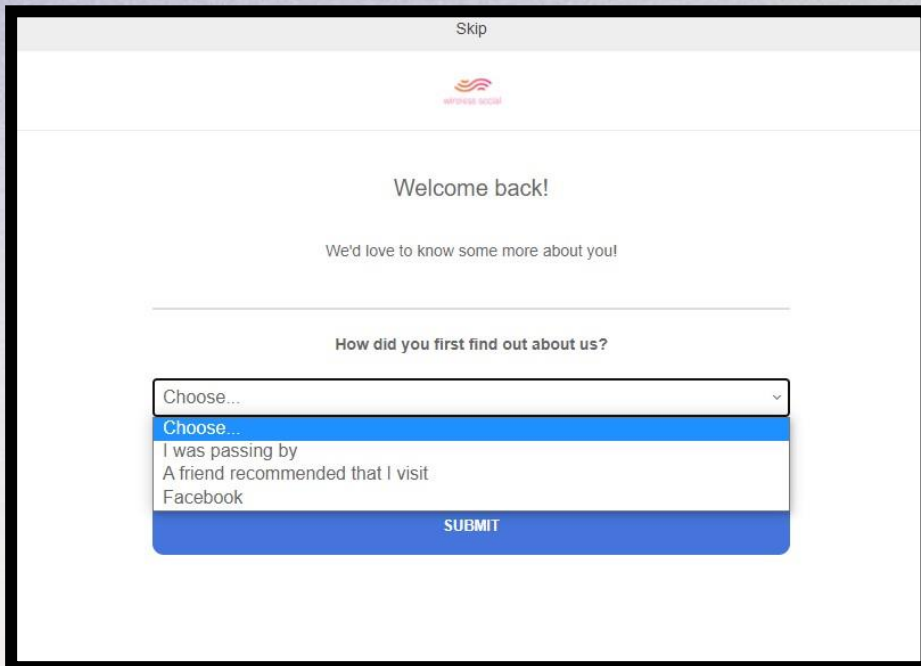
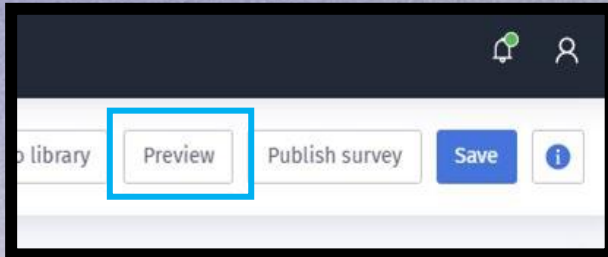
We recommend that guests are able to 'skip' the survey

Add another question



Preview a micro survey

Marketing > micro surveys > preview

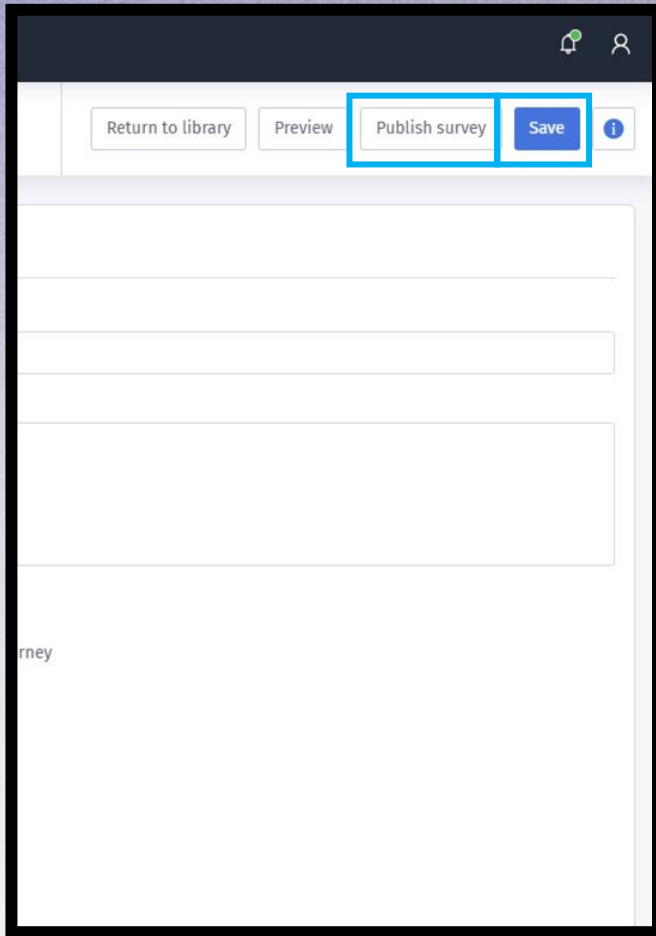
A screenshot of a survey preview. At the top, there's a 'Skip' link. Below it is the 'winwave social' logo. The main content area starts with 'Welcome back!' followed by 'We'd love to know some more about you!'. A horizontal line separates this from the question 'How did you first find out about us?'. Below the question is a dropdown menu with the text 'Choose...' and a downward arrow. The dropdown is open, showing a list of options: 'Choose...', 'I was passing by', 'A friend recommended that I visit', and 'Facebook'. At the bottom of the dropdown is a blue 'SUBMIT' button.

Once you're happy with the questions you've entered, you can preview your survey to see how it would to a guest



Publish a micro survey

Marketing > micro surveys



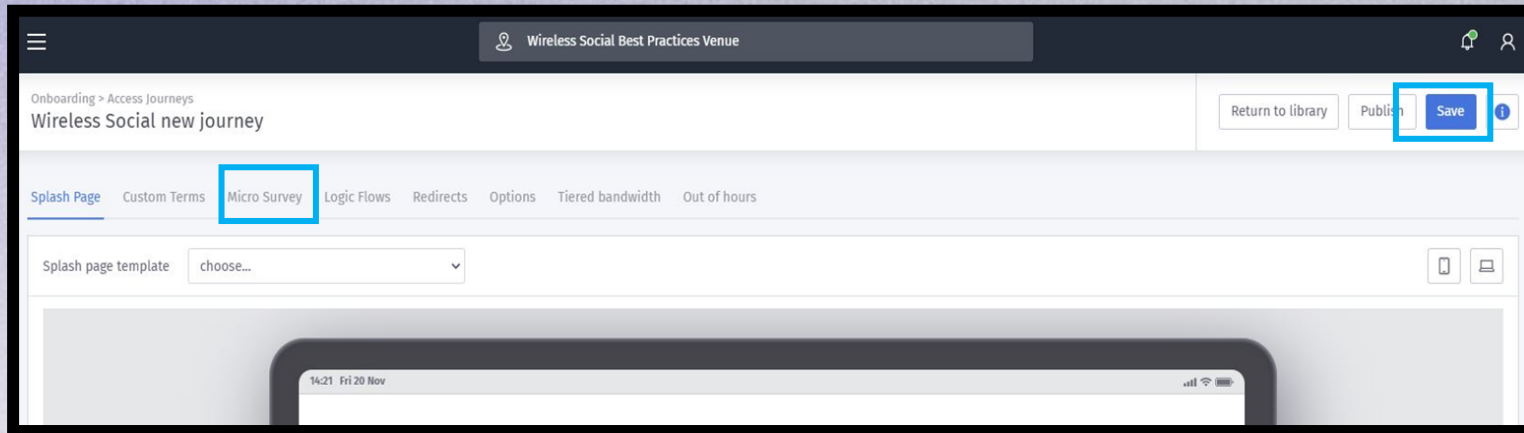
When you are happy with your survey, click save then 'Publish'. Please note that the survey cannot be edited once it has been published

Publishing a micro survey in this section does not publish it within the access journey – instructions will follow on how to do this next step.



Add a micro survey to a journey

Onboarding > access journeys > micro survey



Once you have decided on your questions, created the survey and published it, you will need to add it to the login journey under 'onboarding > access journeys'.

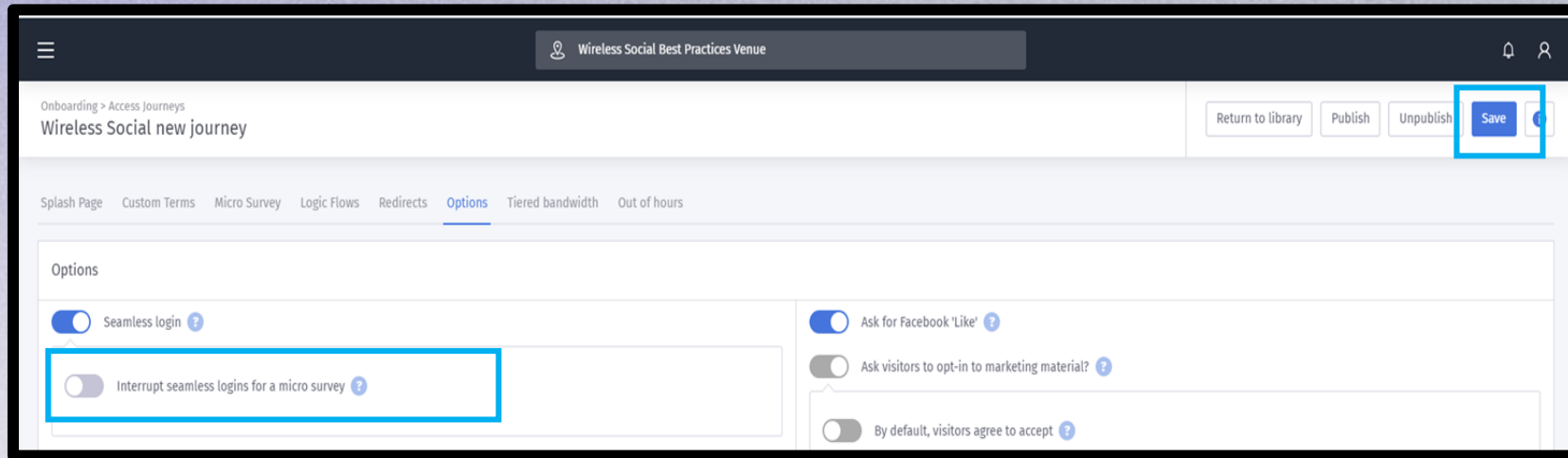
Go to the third tab along, 'micro survey' and there will be a drop down menu. Choose the survey you want to set live.

Remember to 'save' your changes.



Add a micro survey to a journey

Onboarding > access journeys > options



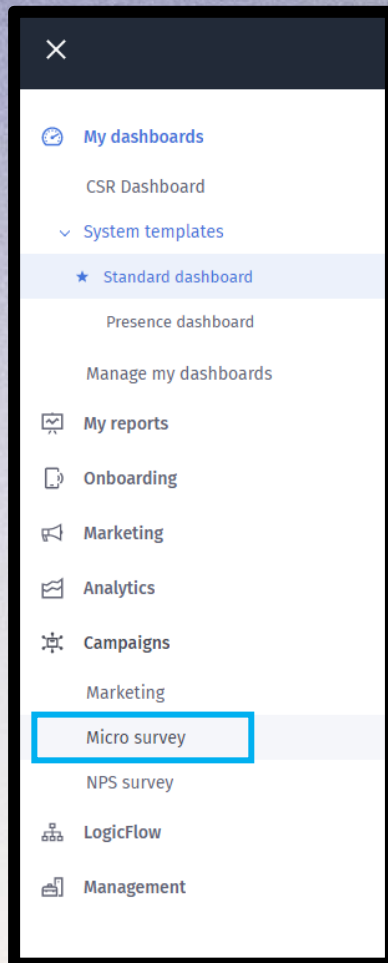
Another setting you may want to add, is 'interrupt seamless login for a micro survey'

This means that guests who have previously logged into the Wi-Fi, will be prompted to answer the survey on their next visit



See the survey answers

Campaigns > micro survey



We recommend that you run the survey for a few weeks to get lots of responses.

To see how your guests have answered, go to the micro survey tab under 'campaigns'



See the survey answers

Campaigns > micro survey

The screenshot shows a dashboard titled 'Micro surveys' for 'Wireless Pub Co Ltd'. It displays a grid of six survey cards. The first card, 'Cafe quick questions', has 27 participants and its 'View full report' button is highlighted with a blue rectangle. The other cards are: 'Cafe quick questions unpub' (0 participants), 'Wireless Social Craft Beer & Dining!' (14 participants), 'Welcome to Bierkeller!' (0 participants), 'Welcome to Zizzi!' (0 participants), and another 'Welcome to Bierkeller!' (2 participants). Each card includes a clipboard icon and a 'View full report' button.

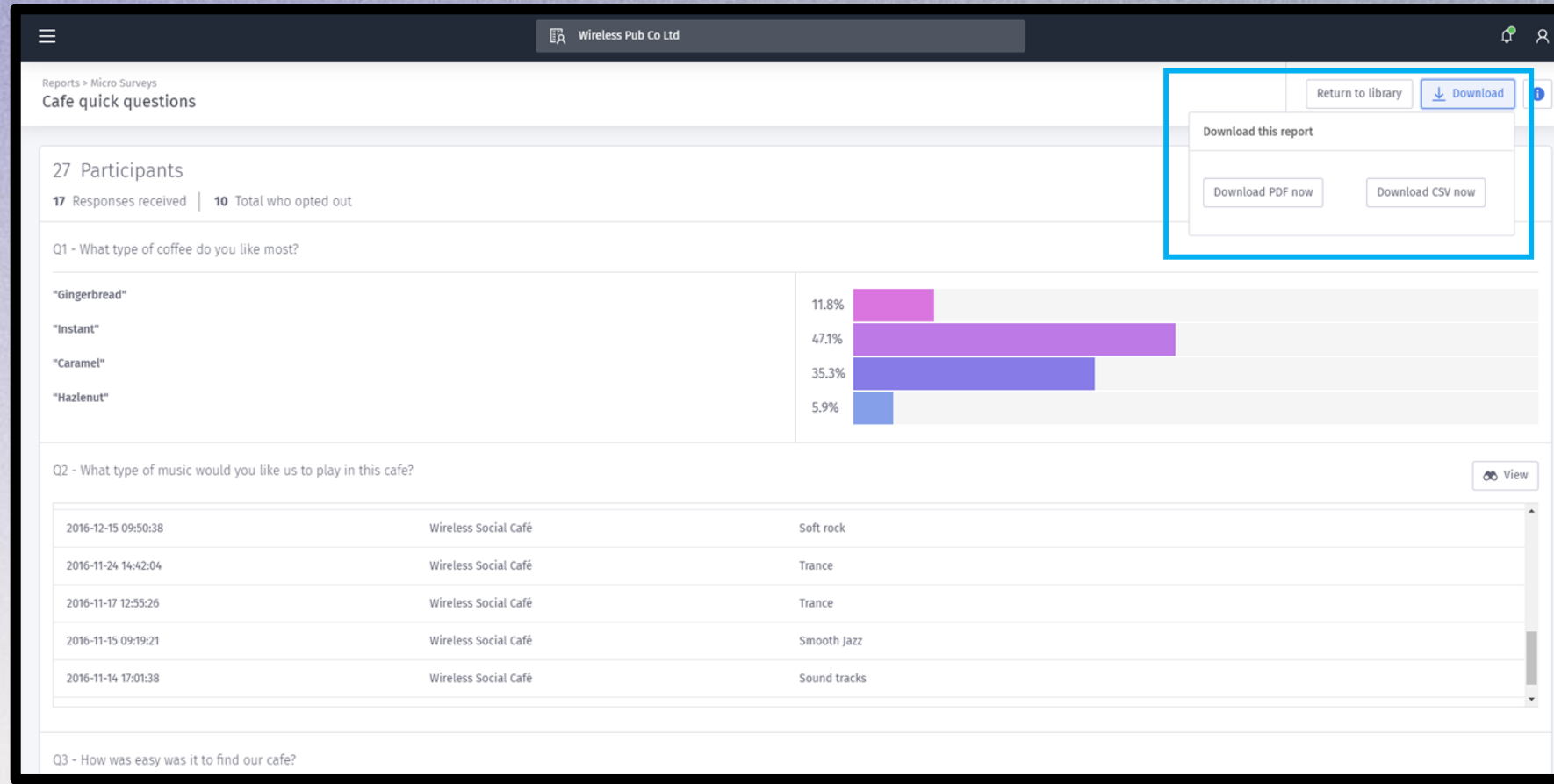
Survey Title	Participants	Action
Cafe quick questions	27	View full report
Cafe quick questions unpub	0	View full report
Wireless Social Craft Beer & Dining!	14	View full report
Welcome to Bierkeller!	0	View full report
Welcome to Zizzi!	0	View full report
Welcome to Bierkeller!	2	View full report

A list of all surveys ever published will appear, with a 'view full report' option



See the survey answers

Campaigns > micro survey



The responses to the survey appear here, and can be downloaded in the top right corner





Any further questions?

Please contact cs@wireless-social.com
or 01772 521171