In an increasingly digital world, consumers are still turning to physical locations to complete financial activities. Services such as opening deposit accounts, cashing and depositing checks, and seeking financial advice are still heavily reliant on in-person interactions, making the customer experience so important.

Introducing AT&T Wi-Fi - Enterprise with Data Patterns for Visitors

AT&T Wi-Fi - Enterprise helps you deliver a full service experience. Our highly secure solution delivers a fully-integrated, managed Wi-Fi service that connects and protects your business and consumers. With Data Patterns™ for Visitors, our solution also helps you answer key consumer segment demographic and behavioral questions inside and outside of your branches — a powerful combination to help optimize your business.

**The connected branch**

73% of consumers opening a new deposit account still do so in-person at physical locations*

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**AT&T Wi-Fi - Enterprise benefits:**

- Show your customers you understand their need to stay connected
- Deliver a stress free and secure banking experience that promotes mobile banking
- Make smarter decisions on branch locations, size and demographic needs
- Gain a platform for employee training and BYOD
- Open bandwidth for other wired/wireless applications like digital signage, customer kiosks, coin counters and, HVAC controls
- Improve efficiency for back-office operations
- Enable innovative forms of service delivery
- Create a gathering place for remote workers, contractors, and community organizations
- Support target customers with a concierge service

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*Source: Channel Effectiveness for Financial Services; The Nielsen Company, 2016
**Promote and protect your bank**

AT&T Wi-Fi - Enterprise with Data Patterns for Visitors can help with your marketing efforts while also protecting your bank. Promote your brand and the value of complimentary Wi-Fi to clients via an easy to develop, customized landing page. Protect your bank by connecting users under AT&T Terms of Service. AT&T will monitor user behavior, respond to any DMCA violations and, address CALEA requests. Passpoint™ authentication will add a further level of encryption and security.

**Gain insights and protect customers**

AT&T Wi-Fi - Enterprise with Data Patterns for Visitors provides valuable insights into demographic and behavioral patterns inside and outside your business. Our unique solution shows network status and helps you make smarter operational decisions and build stronger relationships with your consumers. Customer information is protected by the AT&T Privacy Promise. Customer information used for AT&T Data Patterns and AT&T Venue Analytics is only reported in a group or aggregate format. Individual customer identities remain anonymous. Customers have an opportunity to opt-out.

**Scale easily for highly secure connections**

Need to integrate private and public Wi-Fi networks with a highly secure IPsec VPN for remote locations? AT&T Multiservice VPN gives you the capability to enable private applications over a highly secure network to meet your business needs. And, the Wi-Fi network equipment delivers both the Wi-Fi connection and the IPsec capability in one access point.

**It’s easy to deploy**

Professional and self-installation options are available, based on your needs. Select from three flexible management options for equipment and services. If you prefer a capex model, you can purchase the equipment, and AT&T will manage it at a reduced monthly fee per access point.

**Get the AT&T advantage**

AT&T is a preeminent provider of Wi-Fi services, delivering highly reliable and scalable connectivity, with 24/7 support for both your end users and your employees. We can handle a variety of deployment types and support a wide array of applications. We’ll take care of everything from network design to installation. Get the high-quality service you want, from a company you trust. AT&T.