

How Bad Wi-Fi Impacts Business Outcomes

In a digital-first world, connectivity is critical. The efficiency of the wireless network plays a direct role in the performance of the enterprise. Poor Wi-Fi connectivity creates substantial disadvantages to an organization, including reputation damage, and may result in loss of customers, employees, profit, and revenue.

Enterprise Wi-Fi is not plug-and-play. With so much riding on it is it worth the risk not to invest in WLAN design?

1

Customer Experience / Satisfaction



Customers expect a seamless and reliable Wi-Fi experience. When connectivity is poor and negatively impacts your customers it opens the door for a bad review, loss of revenue and loyalty.

2

Revenue

From being unable to connect to point-of-sale systems to customer churn due to poor experiences, network downtime can severely impact revenue.

3

Profitability

Bad Wi-Fi is like an undetected water leak that costs unnecessary money over time. From excessive hardware procurement to chronic troubleshooting, the cost of an inefficient wireless network can be high.

4

Productivity

When the Wi-Fi is unreliable, productivity takes a hit. IT teams can spend up to 70% of their time reactively troubleshooting issues that may or may not be related to Wi-Fi. It's not just IT that suffers. However, when the Wi-Fi is down, work stops.

5

Business Agility

Having a robust WLAN is vital to quickly and efficiently adapting to market changes and delivering IT services. A well-designed wireless network can differentiate between success or failure in digital transformation projects.



6

Business Resilience

A reliable wireless network is a must-have in a digital-first world. An engineered WLAN mitigates unexpected downtime to business operations.

Cost Reduction

The hallmark of an expertly designed WLAN is efficiency in performance and budget. A proper design saves money by avoiding unnecessary equipment purchases and ensuring the network is fully optimized to meet the business requirements.

7

8

Employee Retention

When the Wi-Fi is unreliable, it impacts productivity, which is inextricably linked to employee morale. Low morale can cause an otherwise good employee to leave.

9

Reduced Business Risk

WLANs fraught with design issues put a business at risk of losing customers and revenue by causing productivity, experience, and profit hits.



Kahuna-Fi

WLAN Experts Drive by Design

Ask us about our 5D Guarantee

www.kahuna-fi.com