



## Fridays Achieves Friendly WiFi Certification

### Background

Fridays, renowned for its vibrant atmosphere and exceptional dining experience, values the importance of providing a seamless and safe WiFi service for its guests. Understanding that internet connectivity is a crucial part of modern dining experiences, Fridays sought to enhance their service by ensuring their WiFi network was both reliable and safe.

### Challenge

With an increasing number of families and individuals accessing the internet during their visits, TGI Fridays needed to ensure that their WiFi service was safe and protected users from inappropriate content. This required a solution that could safeguard the digital environment without compromising the quality of the service.

### Solution

To address this need, Fridays partnered with Friendly WiFi, a globally recognised certification program endorsed by the UK Government. The certification process involved checking and ensuring that content filtering technologies to block harmful websites were in place to ensure a safe browsing experience for all guests.

### Implementation

- **Network Evaluation:** Friendly WiFi assessed Fridays existing WiFi network to identify if the right level of content filtering was in place.
- **Content Filtering Integration:** Fridays took the decision to update and take in-house the management and deployment of their WiFi network which included implementing filtering systems to automatically block inappropriate and harmful content.
- **Certification:** Undergoing the certification process by Friendly WiFi to meet all required standards.



## Results

In May 2023, Fridays proudly announced that they had achieved the Friendly WiFi certification. This certification shows that their WiFi network is safe for all users, providing a safe online environment for families and individuals alike. Guests can enjoy their dining experience with the added comfort of knowing that their internet use is protected from inappropriate content.

## Conclusion

Fridays' commitment to obtaining Friendly WiFi certification highlights their dedication to guest safety and satisfaction. By providing a safe and reliable WiFi service, they enhance the overall dining experience, making it enjoyable and worry-free for all visitors. This initiative not only sets a high standard for digital safety in the hospitality industry but also reinforces Fridays' position as a family-friendly and customer-focused brand.

