



Landsec make sure they offer environments that keep visitors safe online

Landsec are one of the largest commercial property development and investment companies in the UK. In addition, they either own or operate some of the most well-known retail destinations that we all know and love. Their passion is to provide, customer-led experiences across their destinations so visitors can enjoy their day out shopping at some great brands. They have worked hard to create strong brand partnerships, so they can provide a shopping experience that goes above and beyond the expectations from the millions of guests that visit their destinations each year.

Customers have enjoyed free WiFi services in the retail environment for some time. It not only provides a service that customers have come to expect but it gives a retail environment some great benefits. Market research over the years, has shown that, when customers are connected in a store, they spend more time and money whilst in the shops that keep them connected.

Keeping customers connected is likely to encourage them to feel more at home whilst shopping and recommend the experience to friends and family. WiFi can also provide a retail operator with the opportunity to engage more closely with customers. WiFi landing pages can be branded, this can lead to being able to show real-time offers or show customers products that they may have missed. It is all about adding to a customer in-store experience and encouraging them to come back. It encourages them to connect to friends and share products, photos and generally talk about the brand or shop where they are.

Landsec were early adopters of providing a WiFi service to customers who visit their retail destinations. Recognising the importance of brands being able to engage with customers whilst giving a fast and reliable service and to keep users connected, supporting the growing digital expectations of customers. They have worked hard to constantly improve the service, users' technology solutions to drive the best connectivity and user experience.

Whilst keeping customers connected is the driver behind providing a WiFi service, Landsec were quick to recognise how vital it was to keep users safe online as well. Welcoming many families to their many destinations, they knew it was key to ensure that the WiFi service was free from content that could be harmful or upsetting to users, especially to children. The decision was made to apply for the Friendly WiFi certification to enable them to provide the reassurance to their customers and brands that they partner with. By being certified they have their WiFi checked annually which shows they are adopting minimum filtering standards to block out indecent and harmful material. They proudly show the certification on their WiFi landing pages and website, proud of the standards they have proactively adopted. Passionate about giving their customers and brands a safe and comfortable browsing experience.

A background image of a modern cityscape with various buildings and structures. Overlaid on this image is the text 'WE ARE LANDSEC' in large, white, bold, uppercase letters.

WE ARE LANDSEC