

HOUSE OF FRASER  
SINCE 1849



## Iconic British department store House of Fraser adds Friendly WiFi to their list of services

The traditional British department store has evolved over the years and House of Fraser have been at the core of leading the way and pushing the boundaries with innovation and exciting ad campaigns.

With 50+ stores across the UK, the House of Fraser brand carries a warm feeling with many customers of all ages. Although it has had some name changes it is still a name that depicts quality and service and is a welcome addition to many towns and cities. You go into a House of Fraser store and it hits you straight away how vibrant the environment is and just how extensive their range of departments is offering products of interest to all ages, men, women, kids and grandparents - shopping there can certainly be a family affair.

The services available in their stores are also an essential part of the shopping experience and a key part of engaging with customers. Whether that be the great coffee shops, relaxing restaurants or the great WiFi that they upgraded with the help of BT WiFi. Looking after customers whilst in the stores is key to House of Fraser and online is no exception. They are the first to have their service Friendly WiFi certified and included the certification at the time of their WiFi upgrade to make sure that the whole experience was second to none and that their shopping experience was one that was not only enjoyable but safe and comfortable to browse in.

[www.friendlywifi.com](http://www.friendlywifi.com)

