



**OXXO**  
**CONVENIENCE STORES**  
**CASE STUDY**



## OVERVIEW

OXXO is a convenience store giant in Mexico with over 18,000 stores across Latin America. OXXO wanted to implement a Public WiFi solution which was reliable and would allow the people to experience the ease of connectivity that WiFi enables.



## REQUIREMENT

- Centralised Network Control
- WiFi Monetisation
- Inexpensive WiFi
- Revenue Generation
- Custom Landing Page
- Access Point management
- Easy integration of WiFi with domestic broadband vendor



## HOW WE HELPED

- Simplified control of network through single console
- Customised Landing Page
- Tiered Billing Service
- Monetised WiFi through Advertising
- Low deployment cost
- Reduced CapEx & OpEx
- Easy User Integration to network
- Remote troubleshooting
- AP Management

# CASE STUDY OXXO CONVENIENCE STORES

*Enabling Public WiFi across hundreds of locations and serving over one hundred thousand unique users.*

*OXXO, parent company FEMSA, is the largest chain of convenience stores in Latin America with around 18000 stores as of 2020. Starting in 1978 with its first convenience store in Monterrey, OXXO has since then scaled its operations beyond convenience stores to gas-stations and pharmacies too.*

# CASE STUDY OXXO

## CONVENIENCE STORES

WiFi was a relatively new phenomenon back in 2012-2013. It was just being accessible to the general public on a large scale, especially in developing geographies.

OXXO wanted a Public WiFi solution to be implemented across their convenience stores to provide the people of Mexico a public WiFi experience along with an enhanced customer experience. OXXO wanted the people living around the store's neighborhood to come about and use their wireless service as an add-on. The project was initially meant to be a free service, to later be monetized through tiered billing services. They wanted a solution that could control the network centrally through a single administrator. The project also required us to work with a domestic System Integrator whose services were to be integrated into the wireless network.

The Access Points were set up at strategic locations that would churn out the most number of visitors

per day. They were installed at over a hundred places.

We provided OXXO with a WiFi Lan OSS / BSS solution which gave them centralised control of the entire network including all of their Access Points. The implementation gave OXXO 24x7 control over their network through a single console. OXXO monetised its Public WiFi network through WiFi Lan's WiFi monetisation platform, it also ensured efficient bandwidth allocation to all its users through bandwidth management policies.

The Captive Portal was customised as per OXXO's requirements. The landing portal reflected company values and the message it wanted to convey to the people. While the Systems Integrator was responsible for providing wired internet connectivity, Indio managed, ran and monetised the network.

### **Solution**

The solution was first implemented as a pilot project in Guadalajara, Mexico, where OXXO's Headquarters are located, and then scaled to the state of Jalisco, which is to the west of Mexico.

# CASE STUDY **OXXO**

## **CONVENIENCE STORES**

### **Results**

Delivery of the entire project was done before time to the satisfaction of OXXO. Over time, OXXO reaped the benefits of providing a public WiFi service to its customers. OXXO noticed that their footfall had increased after the deployment of WiFi Access Points in their stores. Testimonies of customers reflected a positive sentiment.

Just after one year of deployment, the entire entire documented usage by over one hundred thousand unique users to the network.

The results were:

- Increased Footfall in stores
- Enhanced Customer Experience
- Positive Customer Reviews
- Good Revenue through WiFi Monetisation
- Brand Modernisation Image

- WiFi Experience was Unique to OXXO
- Positive Sentiment towards OXXO
- 100K Unique User Sign Ups
- Happy Customers!