



## Case Study – Coffee Shop

**Thomas Ketterer**

Aircharge Partner

Deutschland – Österreich – Schweiz

M DE: 0171 81 68 114

T DE: 09154 911 80 25

T AT: 0720 512 638

T CH: 0325 113 864

W: [www.air-charge.de](http://www.air-charge.de)

E: [thomas@air-charge.de](mailto:thomas@air-charge.de)

Skype: TK-Work



# CASE STUDY: SACRED CAFÉ

Sacred Café worked with Aircharge to install wireless charging infrastructure at their shop, 372, The Strand, London.

**OBJECTIVE:** differentiate their service and create opportunities to attract customers and generate additional revenue

## PROJECT SCOPE & SPECIFICATIONS

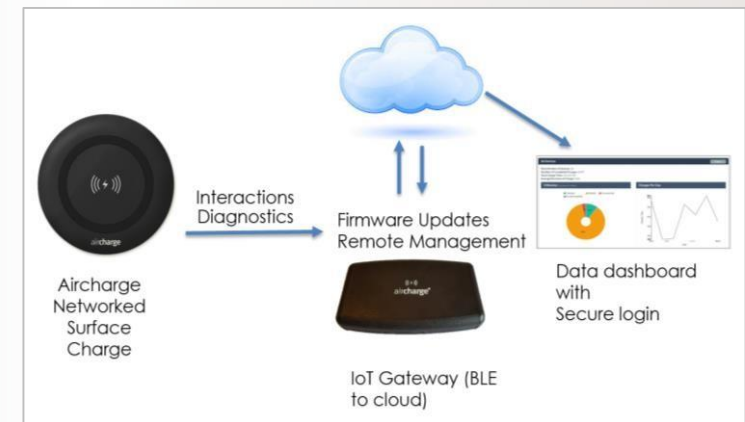


- A total of **12 Aircharge networked surface** chargers were installed in Dec-16
- 3 benches, each house 3 chargers each. A window bench also houses 3 chargers
- An **Aircharge IoT gateway** was installed in the ceiling space and connected to and whitelisted onto the Strand Palace Wi-Fi network

## INSTALLATION



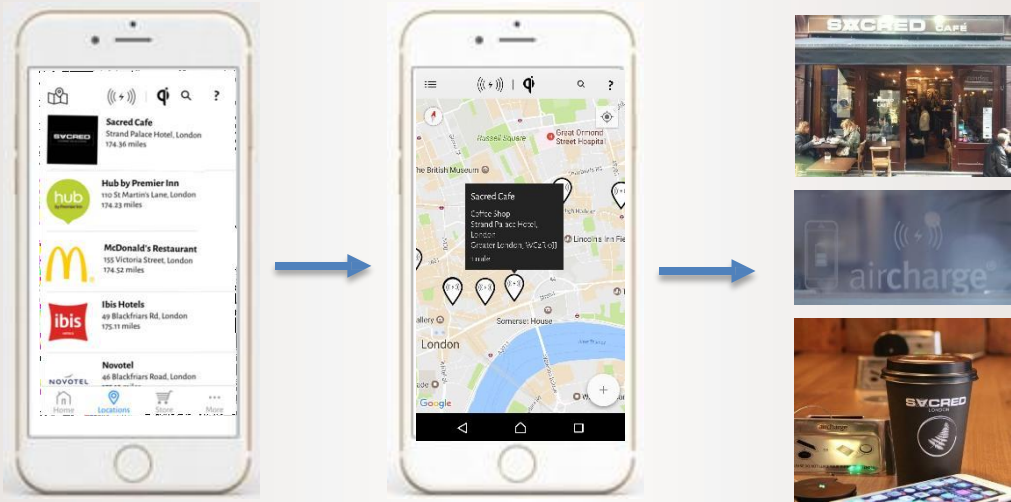
- Surface charger complete with **wireless charging ORB** to charge any Micro USB, Lightning or USB Type-C device, with secure Display Unit
- Simple **visual instructions** presented via the Aircharge Point of Display
- Location added to the **Aircharge Locator app** and **Aircharge sign** fitted to the window to drive traffic



- **Remote system health check** with automated alerts
- **Usage statistics & analysis** – support marketing initiatives and future layout planning
- Platform can form the basis of unique future **targeted marketing** content delivery to customers

## TRAFFIC TO THE VENUE VIA THE LOCATOR APP

## CUSTOMER SATISFACTION



- Through the app, customers can **access public wireless charging facilities** around them
- Customers **can browse by brand/sector** to pick their favourite and navigate via map integration
- Similar to Wi-Fi, retailers can display the '**free Aircharge wireless charging sign**' to state wireless charging facilities are available
- Wireless charging is offered as a **complimentary service** to customers

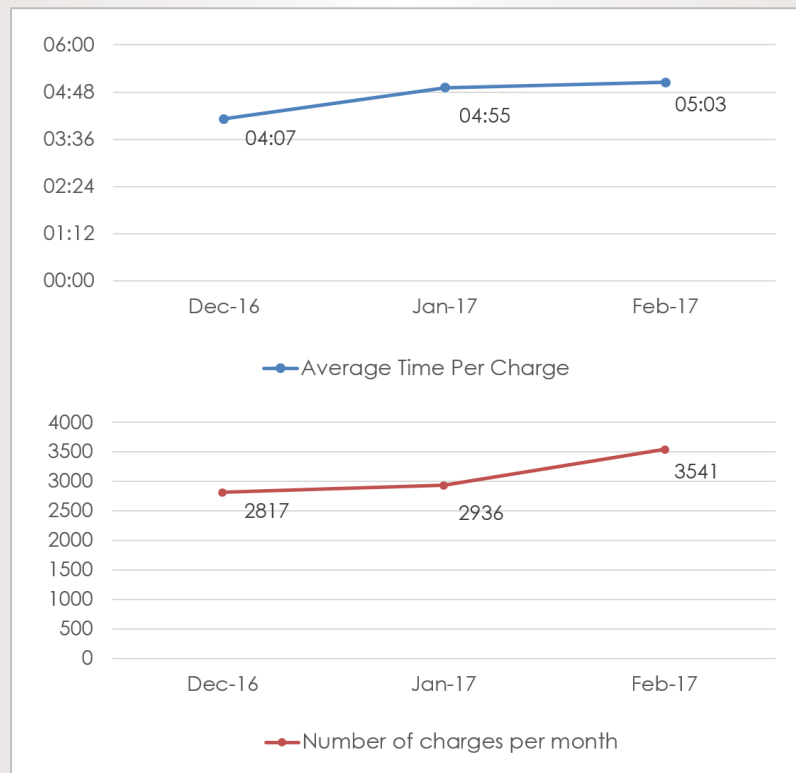
*"Wonderfully convenient"* **Ben, 31**

*"The comfort you get with Aircharge is invaluable! Once you have the option to charge your phone wirelessly you don't want to go back to the old way of carrying cables and battery packs...I really fell in love"* **Sarah, 27**

*"Wireless charging is definitely a reason to come back visiting Sacred"* **Amanda, 35**

# CASE STUDY: SACRED CAFÉ

## DATA MONITORING



- A total of **9,294 charges** were recorded between Dec-16 and Feb-17
- Consistent **month-on-month growth** in the number of charges per month and average time per charge as customers familiarised with the technology
- Total increase of **25% in number of charges** and **23% in the average time per charge** in 3 months

## POSITIVE BUSINESS IMPACT

*"Since installing Aircharge wireless charging we've seen an increase in footfall from both new and returning customers looking to utilise the wireless charging facilities."*

*As a result, revenue and spend per customer have both increased"*

**Tubbs Wanigasekera, Owner & MD,  
Sacred Café**