

Indoor Connectivity

Closing the experience gap in retail

From accessing retail apps and review sites to sharing 'insta' moments and meeting up with friends, the smartphone is central to today's shopping experience. None of it can happen without fast, reliable indoor mobile coverage.

Often, the quality of instore coverage fails to match the experience consumers enjoy outside. Thick walls, steel structures and the increased use of metallised-glass can reduce signal strength or block it completely. With brands investing millions in attraction, it is vital not to forget about the mobile experience.

As one of Europe's leading telecoms providers, Cellnex UK will deliver the indoor mobile coverage and capacity you need to keep shoppers connected – increasing dwell time and helping boost footfall in your mall or outlet.

Savvy retailers and smart shopping centre operators recognise the business value of fast and reliable 4G and 5G indoor coverage.



The advantages of indoor connectivity

Exceed expectations

with great coverage throughout your outlet or mall



Generate insights

and understand customer behaviours by enabling the adoption and use of branded apps



Share shopping experiences

by allowing shoppers to stream live or post pics on their social media apps



Increase dwell time and footfall

by ensuring shoppers can use their mobiles and connect inside as well as outside



Deliver new services

such as app-based promotions, wayfinding, and cashless payment options



Boost rental opportunities

ensure coverage in retail units, food and beverage areas, and instore concessions

Eliminate the frustrations

of missed or dropped calls and slow mobile internet throughout the outlet or mall

Key features of a Cellnex Indoor Connectivity solution

- Purpose-built 4G or 5G solution, tailored to specific needs
- Coverage from all UK Mobile Network Operators
- High data speeds and comprehensive coverage throughout your mall or outlet
- Fully managed solution supported over its whole life
- Flexible commercial models to suit your business

Make it simple with a **single partner**

As a neutral host – an independent provider delivering connectivity from all mobile operators – Cellnex UK removes the complexities of dealing with multiple stakeholders. We'll engage with the mobile operators and third-party suppliers so you don't have to.

Our solutions are built to established industry standards, including the latest Joint Operator Technical Specifications (JOTS), and can be extended as your business location grows. As the single point of contact, we'll manage the whole process for you.

Find out more and book a meeting with our indoor connectivity experts, get in touch at: IndoorSolutions@cellnextelecom.co.uk