Unlocking Potential:
NOS Empowers Small Business Owners with Plume WorkPass®

A case study

EXECUTIVE SUMMARY

CHALLENGE: As Portugal's leading entertainment and communications provider, NOS connects businesses and homes through cutting-edge fixed and mobile solutions. However, ensuring a seamless WiFi experience for small and medium-sized businesses (SMBs) posed a challenge.

Existing enterprise-grade WiFi solutions are often too complex and costly for SMBs, while residential options lack the necessary features and security for business operations. NOS needed a solution that would ensure security, exceptional connectivity, easy implementation, and improvement in user experience.

SOLUTION: In November 2022, NOS introduced Wi-Fi Pro, powered by Plume WorkPass®. This innovative solution provided unparalleled WiFi connectivity, robust security features, and an enhanced user experience for employees and clients alike. Bundled with broadband services or IP Centrex (a cloud-based phone system), Wi-Fi Pro simplified offerings, facilitated quick implementation, and streamlined the onboarding process for the end user.
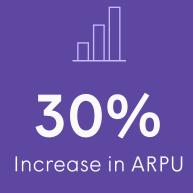
OUTCOME: NOS has successfully bridged the connectivity gap for SMBs to give them increased workplace productivity, improved customer interactions, and a fortified competitive edge.Integrating WorkPass with Wi-Fi Pro has put NOS in the driver's seat of innovative WiFi solutions, empowering the company to cater to a broader range of businesses gaining them a positive customer sentiment and tangible financial gains.

BACKGROUND

A leader in pay TV, next-generation broadband services, and cinema distribution in Portugal, NOS provides a comprehensive suite of fixed and mobile solutions (television, internet, voice, and data) to residential, personal, business, and wholesale customers. This leadership is reflected in their impressive customer base of 5.7 million mobile users, 1.8 million fixed voice clients, 1.7 million pay TV subscribers, and 1.5 million broadband connections.

NOS also positions itself as a sustainable choice for businesses of all sizes, including corporations, major companies, hotels, and the public sector. With a diverse product range and bespoke solutions, NOS complements its offerings with ICT, cloud services, and pioneering unlimited tariffs tailored exclusively for business clientele.

Since introducing Wi-Fi Pro, powered by Plume WorkPass, NOS has achieved:

30%
Increase in ARPU

3x
New SMB Clients in 16 months compared to the previous solution

+20 Points
Net Promoter Score (NPS)

NOS: A BRIEF OVERVIEW

The business connectivity landscape is evolving rapidly, and NOS has recognized the escalating demands on business WiFi networks. While excelling in providing cutting-edge connectivity solutions for large corporations and the public sector, there was a gap in the SMB market.

Enterprise-grade WiFi offers advanced features, but the complexity and cost make it impractical for most SMBs. Residential options, on the other hand, lack the essential security and functionalities crucial for operations.

Besides seamless connectivity, SMBs have additional considerations. Security breaches can be detrimental, network management is vital for optimal performance, and the ability to adapt to diverse needs is key. For example, dental offices need secure networks for medical billing. Meanwhile, educational institutions need controlled access for different user groups and automatic blocking of malicious websites.

NOS needed a solution that included easy deployment, robust security, data-driven insights for optimization, seamless performance for all devices, and adaptability for diverse businesses.

ENHANCING CONNECTIVITY FOR SMALL BUSINESSES

Following the success of Wi-Fi Total, powered by Plume HomePass® for residential users, NOS expanded its partnership with Plume to bring Wi-Fi Pro to small businesses. Plume's WorkPass solution forms the foundation of Wi-Fi Pro, going beyond delivering fast, secure, and reliable connectivity, and giving SMBs valuable intelligence and insights to optimize operations.

The WorkPass suite offers an array of impactful features:

Data-driven optimization

Concierge™ empowers business owners to transform WiFi usage data into actionable insights for improving services and customer engagement. Imagine a restaurant being able to target customer promotions based on their visit frequency and data usage patterns. Flow™ adds another layer to data analysis by transforming indoor motion data into activity insights. This helps businesses better understand customer density and dwell times, helping them optimize staffing, predict demand, and make informed merchandising and layout decisions.

Seamless performance

Link™ tackles connectivity challenges with band steering, prioritization, and machine-learning optimization features. This ensures reliable connectivity throughout the business space, even in high-traffic environments.

Enhanced security

Shield™ provides enterprise-grade security with always-on AI monitoring, sensitive data protection, and cyber-threats detection. Secure Connect further improves security by segmenting the network for back-office, employee, and guest access.

Simplified access and security control

Keycard™ simplifies employee device onboarding through Custom Employee Profiles, allowing business owners granular control with individual device approval. Content filtering ensures a safe work environment, and Employee Analytics provide valuable data for future scheduling, onboarding, and employee engagement.

> "Partnering with Plume has unlocked a new frontier for NOS. Now, we can deliver exceptional, secure, and data-driven connectivity experiences designed for small businesses, empowering them to thrive in today's digital world."

Paulo Duarte
Director of Business Services at NOS

SUCCESS METRICS AND OVERALL OUTCOME

With over 3,000 active clients—a threefold increase from the previous solution within just 16 months—WiFi revenue has grown significantly for NOS, thanks to WorkPass. Customer satisfaction has also surged, reflected in a 20-point rise in NPS. This positive feedback translates into tangible financial benefits, with the successful integration of WorkPass contributing to a 30% growth in Average Revenue Per User (ARPU).

SHAPING THE FUTURE

Wi-Fi Pro goes beyond connectivity, transforming how small businesses operate by providing them with the tools to optimize workflows, enhance security, and ultimately, thrive. With Plume, NOS can continue expanding its reach, empowering more businesses in the digital age.

Here's how the NOS and Plume partnership delivered an exceptional WiFi experience for small businesses:

Restaurants and coffee shops: Ensure seamless and secure connectivity for smooth operations, keeping customers happy and staff productive even with high traffic.

Offices and services: Enhance productivity and security with daily network management for optimal performance, information security segmentation to safeguard data, and secure browsing environments that protect employees.

Healthcare: Safeguard sensitive patient data with controlled access limited to authorized personnel. Additionally, patients can have a better internet experience while waiting for their appointments.

NOS HIGHLIGHTS

4+	**November 2022**	**3000+**
Years of partnership with Plume	Launched Wi-Fi Pro powered by Plume WorkPass	Active Wi-Fi Pro clients