

BT Wi-fi helps GAME move its strategy forward, give great service and cut costs



GAME is the UK's leading high-street videogames retailer. With over 340 stores and a strong online presence, giving their customers a great in-store experience is all-important.



GAME's business needs

As the market for gaming moves forward digitally, GAME's customers want to sample content in-store. It's no longer a case of being satisfied with seeing a box on the shelf and buying it. Customers like to see more – such as what's in the console and what the game's content is like.

"They want and expect stores to have wi-fi so they can download actual content. And delivering for the gaming community really is key for us," says Andy Grainger, IT Director at GAME.

Previously GAME had limited interactivity in its stores and an inefficient telecoms system. "When I took over IT," Andy explains, "we had multiple telecoms partners, which just wasn't practical."

So the company was looking for a single supplier that could not only understand its business model but also grasp that wi-fi was a key part of its overall long-term strategy. It wanted a strategic partner to bring, and support, all its telecoms – including wi-fi – under one roof.

The BT Wi-fi solution

GAME chose BT as the single supplier and BT Wi-fi to build and support its new wireless network.

The BT Wi-fi fully-managed service will cover GAME's entire portfolio. Each store will have BT broadband, a router, a wireless access point and a jointly branded GAME-BT hotspot log-in page. The BT Wi-fi team is taking care of everything, from auditing GAME's sites to installing the equipment and providing long-term support.

With BT Wi-fi, GAME's customers and visitors will get free access to the internet and their email in a simple, manageable way without compromising GAME's own network security.

And many of GAME's stores will also have fully functional tablets on display offering customers live, interactive demonstrations.

The benefits of BT Wi-fi for GAME and its customers

By choosing BT Wi-fi, GAME is building a long-term partnership with a trusted expert – one that has over ten years of experience, 400,000 wi-fi installations under its belt and now has the world's largest public wi-fi network.

A proactive partner

Andy Grainger adds, "Our customers will predominantly use the wi-fi to download content so it's a different retail experience from what you'd get in almost any other high street store."

Recognising these differences, appreciating GAME's ambition to deliver excellence for the UK gaming community and understanding how wi-fi fits within GAME's long-term strategy, BT has been proactive in its work with the company. Senior BT staff have attended GAME's strategy sessions, offering ideas about how to meet the company's – and the UK gaming community's – needs.

The GAME logo, consisting of the word 'GAME' in a bold, white, sans-serif font on a dark purple rectangular background.

"Having BT as a strategic partner has been a real boost to our progress this year – the pace at which we were able to work has been of huge benefit."

Andy Grainger, IT Director, Game Retail LTD

Efficient, responsive project support

Understanding GAME's plans and the speed at which the company is moving, the BT Wi-fi team has been installing wi-fi at an impressive rate.

"Trying to get everything done in two to three months is quite aggressive," says Andy, "and it's refreshing that BT has done all that."

And while getting everything in place, the BT Wi-fi team has acted quickly to sort out any problems, helped by the team's understanding of the whole range of customer touch points (such as mobile, apps, online, in-store, content and social media).

"There are niggles with any technical project," says Andy, continuing, "but all I request is that BT is responsive to resolve it... That's the big thing for me."

Simpler management and lower costs

Having moved away from a mixed estate with many suppliers, GAME now benefits from having one supplier, BT, for all its telecoms and BT Wi-fi for its new network.

Andy explains: "It's just simpler all round and most importantly, easier to manage if there's a problem. Our IT is also more cost-effective."

Boosting stores and staff morale

BT Wi-fi has given GAME the flexibility to offer more to customers, and the feedback from stores has been very positive.

"Our stores will be even more exciting places to shop as we offer customers this seamless shopping experience," says Andy. "The store managers think it's great ... and they can see the value."

Improving customer experience

These days, customers want – and expect – fast internet when they're out and about. With BT Wi-fi, GAME's customers will be able to connect easily to a fast, secure connection when they're in the high-street stores.

And because customers can play games in-store, GAME can now offer a more rewarding shopping experience – even a social experience. "This is a big shift from where we were before" Andy explains.



Rich interactivity

Gamers are increasingly looking for interactivity. They want to go into a store and use their smartphone and their apps, to scan QR codes, for example. They like to see content, such as videos of games before they buy.

"The industry is increasingly moving towards having a platform," says Andy. "So in our stores, we're going to have live devices installed such as tablets and hand-held gaming consoles. These have all got internet capability." So, with the help of BT Wi-fi, GAME is now better placed to deliver for customers and satisfy their typical shopping requirements.

Day-to-day support for partners and customers

All access points will be managed by BT Wi-fi's Customer Services Operations Centre, which checks every five minutes to make sure everything is working as it should. The monitoring system includes automated checking, by state-of-the-art facilities, of all GAME's core Wi-fi services, databases, access points and related devices.

As peace of mind is a key part of the BT Wi-fi experience, GAME and its customers have access to a UK-based help desk, which offers free support 24 hours a day, every day of the year.

Andy concludes, "As we progress further into the digital age and our strategy develops, we may work with BT in other ways as well – we'll see what the future brings."

