

Network OPTIMIZATION | Networking (Wired & Wireless)



Managed Wi-Fi Services keep Cos Bar's luxury retail stores running beautifully.

Cos Bar is a retailer of luxury beauty products whose strategy is centered on providing exceptional customer service and an engaging, world-class omnichannel customer experience. Founded in Aspen, Colorado, in 1976, Cos Bar has more than 20 high-end retail stores across 11 states. To position itself for future growth, Cos Bar is focused on store remodeling to improve the in-store experience, expanding omnichannel capabilities, and using data to more effectively inform merchandising decisions.



Challenge

- Poor Wi-Fi access/performance at retail stores impacting company operations and customer experience.
- Lack of ongoing Wi-Fi support at each store (spread across 11 states).
- Difficulty expanding omnichannel capabilities.



Solution

- Design and implementation of an upgraded Wi-Fi network at retail stores.
- Ongoing management of Wi-Fi network at each retail store.
- Location analytics to make more informed merchandising decisions.



Results

- Better connectivity for customers and staff across store locations.
- Less time spent managing networks, freeing up resources.
- Enhanced analytics and possible Help Desk support in future.

Case Study | Network OPTIMIZATION | Networking (Wired & Wireless)

The Challenge

With more than 20 retail stores spread throughout the U.S., Cos Bar uses their in-store Wi-Fi networks to help run their daily store operations, including connectivity for their point-of-sale system, which has a significant impact on company operations and the customer experience. In addition, Cos Bar provides guest Wi-Fi access, which is critical to both the customer experience and Cos Bar's desire to build a world-class omnichannel experience.

Cos Bar has struggled to cost-effectively support both the Wi-Fi networks in their stores. Pleased with Zones' recent design and implementation of an upgraded Wi-Fi network at each of their stores, Cos Bar choose Zones to help with the ongoing management of their new network.

The Solution

After Zones designed and implemented an upgraded Wi-Fi network at each retail store, the Zones team talked to Cos Bar about how they could help them address the challenges of maintaining and managing their Wi-Fi network on an ongoing basis. After providing Managed Wi-Fi Services to Cos Bar for more than a year, Zones was asked to expand the location analytic services they provided to Cos Bar. This will help Cos Bar make more informed merchandising decisions with location information from their Wi-Fi network such as visitor traffic trends, dwell time, frequency, and loyalty.

The Results

The new Wi-Fi network that Zones designed and implemented ensures strong connections for customers and staff alike throughout Cos Bar's geographically dispersed stores. Furthermore, thanks to Zones Managed Wi-Fi Services, Cos Bar no longer has to spend as much time maintaining their networks and can instead shift their resources toward better serving customers. With improved location analytics, Cos Bar is able to derive even more value from their Wi-Fi network.

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