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Company name:

Dough Society

Company size:

Small Startup

Industry:

Food and Beverage

Company website:

doughsocietyldn.com

Company website:

www.instagram.com/
doughsocietyldn

Geographic region:

London, England

NETGEAR's Orbi Pro provides small business with network to improve customer experience

BACKGROUND

Dough Society is a London based, 100% vegan handmade donut and coffee shop that has been open in Hackney since 2018. Born from a lack of quality vegan donut options, Dough Society aim to give London the donuts they deserve - large, beautifully fried and hand glazed vegan donuts. After two years of operating out of the East London food market scene, like many startup businesses, Dough Society looked to expand and open London's first all vegan coffee and donut shop.

PROBLEM/OBJECTIVE

Like many startups the demands from the business grow, along with that of the customers. For many businesses such as coffee shops, cafés, barber shops, hair salons and many more, customers experience is not only a huge part of bringing new customers in but also keeping them loyal. Dough Society had perfected the art of providing a high quality products to their customers but now wanted to look at how they could provide their customers with a better in store experience. To do this they wanted to provide their customer with better Wi-Fi but at the same time get a scalable solution that could help as their business grows.

SOLUTION

Dough Society got in touch with NETGEAR to find out if we had a solution that could not only provide the coverage and speed needed to manage a large number of devices on their network at one time, but also wanted to ability quickly separate their mission critical business equipment on a separate, secure network connection while allowing their customers to enjoy Wi-Fi in the café.





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After listening to the requirements, NETGEAR provided Dough Society with the Orbi Pro - AC3000 Tri-band Wi-Fi system as it is designed to provide growing businesses with secure, reliable, and super-fast Wi-Fi. The Orbi Pro comes with innovative high performance AC3000 Fastlane3 technology which allows up to 40 simultaneous Wi-Fi connections to take place; more than enough to cover the demands of customers visiting the shop and Dough Societies business needs.

Lauren, Owner of Dough Society, commented, "Setting up dedicated networks and guest Wi-Fi would have cost money and taken time. With the support of NETGEAR, the Orbi Pro allows us to have up to 3 dedicated SSIDs which can be managed via the Orbi App, allowing us to continue on setting up and running the shop.

One of the other key concerns expressed by Lauren was disruption to the business when installing the Wi-Fi system. Lauren added, "As a small business every minute of sale counts and traditional business Wi-Fi solutions can require hard cable being laid which can become expensive, time consuming and messy. The Orbi Pro system provides a dedicated wireless connection between the Orbi Pro Router and the Orbi Pro Satellite meaning it was simple to set up and removes the need for complicated cable mess and installation costs."

RESULTS

By using the Orbi Pro system Dough Society have been able to continue with their goal of providing their customers with the best possible product and in store experience. Lauren added, "People love to stick around when there is high-speed Wi-Fi, mobile data costs money and being able to offer people a free way to stay connected is great. This has the added benefit of people staying longer, so they inevitably spend a little more in store on coffee and food to keep their spot. If we have any other requirements for products moving forward we will check out NETGEAR products first!"

