

Wireless in retail.

University of East London - Wireless



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Wireless Advocates

Roaming remains one of the primary issues with Wi-Fi connectivity. Customers were urged to avoid stores, while transacting most business online and via apps. The carrier has approximately 4,400 stores — all operated by authorized retailers.

Perfect storm of changes impacts wireless retail — Moore

The pandemic, the end of Sprint and the sharp rise of digital transactions have resulted in a perfect storm of fewer stores, dealer consolidation and a reduced presence of corporate stores.

Wireless Retail Group

Additionally, the high-mounted APs require increased transmit power, but a fine line divides too much from too little power. Besides, carriers now have more to sell, with TVision from T-Mobile as an example. Everyone and everything moves as fast as possible.

Wireless Retail

Jeff has 25 years of telecom industry experience, including 13 years of competitive intelligence work for Sprint. And customer service expectations have never been higher. The mobile devices used in these environments must be designed to stand up to these harsh physical conditions while still meeting industry Wi-Fi standards to ensure interoperability.

Wireless Retail

After T-Mobile the and turned it into one unified brand, it was still encouraging customers to do their shopping online, with a titled: How You Can Do Black Friday from Your Device. The company said changes to buying behavior around Covid accelerated its plans to close stores. A lot of T-Mobile and Sprint stores were located in close proximity to one another.

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