

## Case Study: Retail

# How a major retail property group solved a long-standing mobile coverage issue, spanning many years, in just weeks

Improving connectivity for staff, tenants, and visitors

BAI Communications resolved targeted mobile coverage gaps across key areas of a premium shopping centre, delivering immediate ROI through improved tenant satisfaction, enhanced customer experience, and new revenue opportunities, all with zero operational disruption.



10,000 sqm  
retail destination



20,000+  
monthly visitors



200  
tenants



Deployed  
in weeks

### The client

A leading Australian retail property group managing premium shopping destinations across the country, focused on creating vibrant community hubs where people connect for leisure, living, and work.

### The challenge

The centre had a DAS covering one carrier, but two other networks had significant coverage gaps. The painful reality: lost sales from unreliable POS terminals, frustrated tenants relying on mobile devices for communication, customers expecting reliable coverage for calls, messaging and data, and safety concerns around emergency communications. The property group faced a dilemma. A full DAS expansion, while the preferred solution for whole-of-centre coverage, wasn't practical for the specific, targeted gaps identified: too costly, too slow, and too disruptive for what the situation required. Accepting ongoing revenue loss wasn't an option either. They needed a smarter, right-sized solution.



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There has been a lot of very positive feedback from tenants and customers, particularly around successful payment terminal testing with the enhanced coverage.

### The solution

BAI Communications deployed a Nextivity Quatra 4000e mobile booster system in partnership with Nextivity (equipment provider) and Anixter (distributor). The system captures 4G signals from outdoor macro networks, distributes the signal to key coverage areas inside the centre, and delivers targeted coverage improvements for carriers not supported by the existing DAS, making it the right fit for specific coverage dead zones, rather than a whole-of-centre deployment. Installed in weeks with zero disruption, all work conducted after hours, with both carriers approving immediate activation.

### The Results

- Improved signal strength across target coverage areas
- Expanded coverage for all staff, tenants, and visitors
- Enhanced operational efficiency with reliable mobile connectivity
- Positive feedback from tenants and customers, with successful POS terminal testing
- Expected to become a key sales tool for attracting pop-up clients

### Lessons learned

- Effective planning: Early design approvals and coordination enabled fast deployment
- Night-time installation ensured zero disruption to retail operations
- Where targeted coverage gaps exist alongside an existing DAS, a mobile booster system can resolve them quickly and effectively
- Right-sizing the solution to the problem delivered faster outcomes with less disruption and lower cost, while remaining scalable as the portfolio grows

### Is this your reality?

- Tenant complaints about mobile coverage
- Lost revenue from payment processing failures
- Difficulty attracting or retaining premium retailers
- Safety concerns in coverage dead zones

The cost of poor connectivity isn't just operational, it's competitive. Every dropped transaction and frustrated tenant is revenue your property doesn't recover.

### Why BAI Communications

- Enterprise expertise: proven track record with leading retail property groups
- Portfolio scalability: built for multi-property rollout
- Stakeholder management: seamless coordination across teams
- Carrier relationships: pre-approved for immediate activation

### Contact us

Want to enhance connectivity in your building? Let's talk.

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