



Unleashing  
Potential in  
GigCity:

# Nectar Steve Calvert

Steve Calvert has more than 16 years hospitality experience and opened Nectar Espresso in Dunedin's Exchange, the city's historic business area, eight years ago. He always knew his clients would be professional people, so offering free gig fibre is part of his point of difference as new cafes open in the area.

## WHAT ATTRACTED YOU TO UPGRADE TO GIGABIT FIBRE?

My IT supplier suggested I offer 'the gig' and made it all possible. It was easy for me and right now in Dunedin it's the same price as standard UFB, so the choice to upgrade was easy!

## WHAT OPPORTUNITIES IS IT OPENING UP FOR BUSINESS?

We're providing Wi-Fi as an added incentive for people to visit Nectar. Hopefully they are coming here because they know they can get great coffee, food and service – free gig speed Wi-Fi is the 'cherry on the top.' I've noticed the Spotify music we stream has been more stable. I feel like quality broadband Wi-Fi is something we take for granted – a bit like clean windows... no-one notices them until they are dirty. No-one notices internet speed until it doesn't work.

## WOULD YOU RECOMMEND GIGABIT FIBRE?

Absolutely! It makes perfect sense for someone like me whose operation is focused on business people. Everyone expects Wi-Fi these days and its great when it's fast and free to our customers. It is the way the world works now and something my customers can take for granted.

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