



# Cisco Interactive Experience Platform

## Captivate Your Customers with Smart Interactive Displays

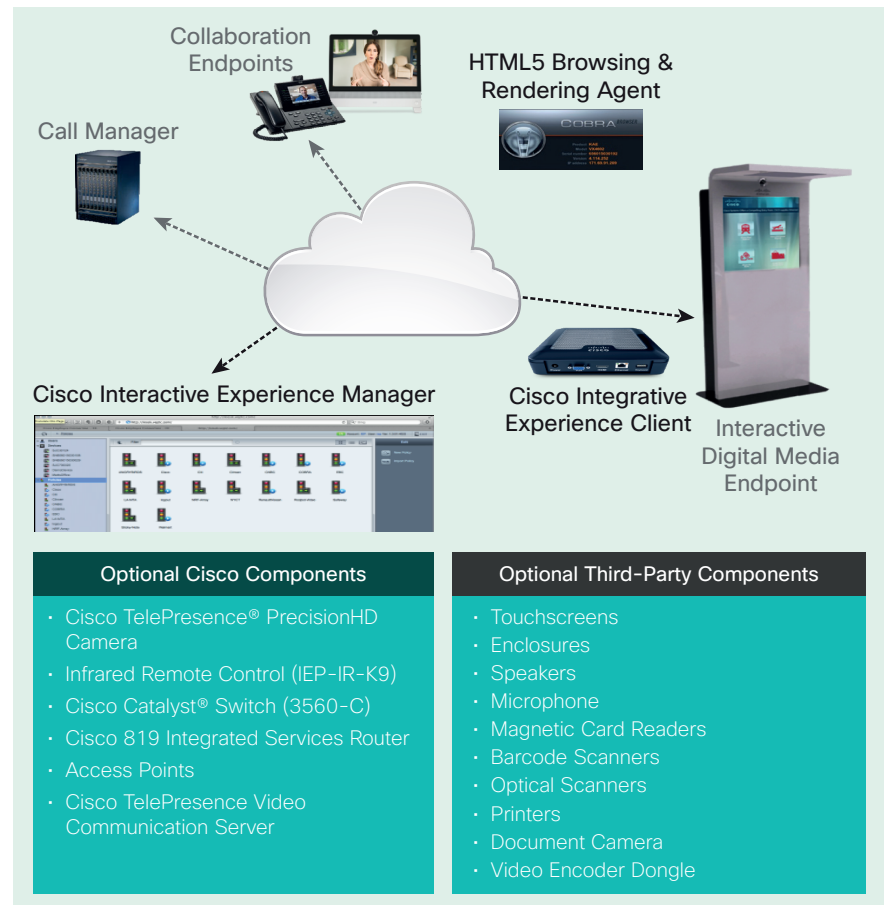
Imagine walking into a train station. You spot a brightly lit kiosk. There you find all the information you need at your fingertips: train schedules, directions to the tracks, and menus for local restaurants. You can purchase and print tickets, print maps, see video clips, and even video chat with a customer service representative from the local transportation authority.

With the Cisco® Interactive Experience Platform, you can create this type of customer experience across many industries from retail, healthcare, financial services, event venues, and more. Cisco Interactive Experience Platform delivers all the tools you need to create a smart kiosk or interactive display that engages your customers in meaningful ways, as well as open up new revenue streams.

## Benefits

- **Increase customer loyalty** by delivering fast, easy access to engaging interactive content and real-time live customer service.
- **Expand revenue opportunities** through the effective use of interactive spaces and digital media.
- **Deliver content and assistance to customers with special language and accessibility needs**, thanks to multiple-language support and real-time access to live customer care.
- **Deploy quickly, easily, and cost effectively** by using our rapid development platform and reusing content from other applications.

Figure 1. Cisco Interactive Experience Platform



## Next Steps

To learn more about the Cisco Interactive Experience Platform, and how it can help your organization deliver fast, engaging, and cost-effective customer service, visit [www.cisco.com/go/iep](http://www.cisco.com/go/iep).

## Transform the Customer Service Experience

So how do you improve customer service and increase revenue? Those are major challenges faced by service organizations across the spectrum, from hospitals to banks, retailers, and public agencies.

The Cisco Interactive Experience Platform can help you do both at the same time. It brings together interactive touchscreen displays, rich media, and collaboration tools, so you can:

### **Delight your customers with a 24-hour collaborative experience.**

We've all dealt with ATMs and ticketing machines that are strictly transactional. You're unable to get more information or call someone if you need help. With the Cisco Interactive Experience Platform, your customers can get the information they need to complete their journey or make their purchase, as well as receive real-time virtual assistance.

**Deliver the right information at the right time.** Getting customers the right information isn't necessarily easy. You have to access a vast amount of constantly updating data. We make this happen by using a network-based client and a cloud-based management system that quickly gets your customers the data they want, no matter where it's located.

**Bring in new revenue.** Who isn't looking to find new sources of revenue? With the Cisco Interactive Experience Platform, you can advertise, cross-sell, and up-sell products and services. The open architecture allows you to integrate interactive web-based content with advertising, videos, web-based services, and RSS feeds to create targeted, highly effective campaigns.

Plus, the Cisco Interactive Experience Platform is simple to deploy, maintain, scale, and upgrade, so you save both money and time to market. And with our open-standard web technologies, you can use much of your existing web content and application development.

The Cisco Interactive Experience Platform includes:

- Cisco Interactive Experience Client IEC 4600 Series, a Linux-based thin client that delivers interactive multimedia to high-definition (HD) digital displays and kiosks. It features the open source COBRA browser, which is compatible with all major Internet sites and gives the user a very intuitive and simple way of interacting with web-based content and applications.
- Cisco Interactive Experience Manager, an application that remotely configures, controls, and monitors your system.
- Cisco Interactive Experience Platform Server, a preinstalled, dedicated Cisco Unified Computing System™ (Cisco UCS®) Server, which facilitates easy installation and hosts the Cisco Interactive Experience Manager.