



The Network. Intuitive. 5 steps to an exceptional customer experience.



Everyone talks about creating innovative experiences. How do you actually deliver?



1 Connect anywhere.

Whether your customers are buying online or in person, delivering a reliable application experience over any connection is the critical first step. Cisco® Intelligent WAN (IWAN) with Akamai Connect offers content caching and pre-positioning to deliver super-fast content and better application experiences. At the same time, you have visibility into which apps are running, and you can automatically route traffic over the best path. With Cisco ONE™ for WAN, you'll have all the right software capabilities for a successful deployment.

[Cisco IWAN >](#)
[Cisco ONE for WAN >](#)

2 Analyze and learn.

Knowing where your customers go and how long they stay is key. The right location-based analytics, such as Cisco Connected Mobile Experiences (CMX), help you understand behavioral data so you can use those insights to improve customer interactions. Part of CMX, the Cisco Hyperlocation solution delivers unprecedented 1- to 3-meter Wi-Fi client location accuracy. You get near real-time refresh rates for navigation, analytics, and other location services.

[CMX >](#)



For each event at the mall ... we can count the number of people, the impact on their shopping habits, and how many shoppers visit stores before and after the event. We'll see how different customer segments, such as casual fashion shoppers, respond to our events and advertising.

— Andrzej Jarosz, marketing and communications director, Mayland Real Estate



"The navigation app helps us ensure that the clinician is actually in the right place when dispensing medication."

— Ed Martinez, senior vice president and CIO, Miami Children's Hospital

3 Make it personal.

Relevant, contextual data is valued by 90 percent of the customers who receive it. And 50 percent of customers who receive relevant information act upon it. Use data about previous purchases and preferences to provide relevant content in the right way at just the right time. Using network insights, Cisco DNA™ Center and automation and assurance features optimize network performance and deliver the best user experience for customers.

[Cisco DNA Center >](#)



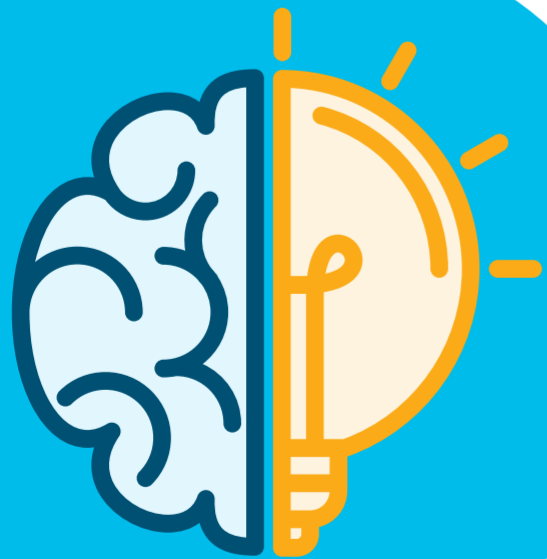
4 Apply what you've learned.

Use the insights you gain to make better decisions and respond to new preferences and trends. Let Cisco Services help you plan, deploy, and optimize mobility experiences that make you more efficient and keep your customers loyal.

[Cisco Enterprise Networks Services >](#)

"Since introducing our next-generation Wi-Fi, we've increased revenues up to 20 percent per month."

— Dania Duke, general manager, Hyatt Regency Santa Clara



5 Never stop evolving.

Innovative customer experiences are never static. With Cisco DNA, get the insights needed to guide your business decisions and engage with customers on a more personal level. And with Cisco ONE Software, you can continue to protect your investments and benefit from new architecture innovations that can be activated through software.

[Cisco ONE Software >](#)

What could Cisco DNA do for your organization?

Accelerate innovation. Build a digital-ready network that is simple, automated, intelligent, and secure to deliver better customer experiences. The Network. Intuitive. Built on Cisco DNA.

[Get started](#)

