



# Cisco Mobile Experience Business Offer



## Digital Experience: Elevating Customer Engagement Through Insights

In today's world you can't separate digital experience from your business, brand, and customer experience strategies. Digitalization is having a profound impact on global business, heavily driven by mobile device adoption. Sales and service are going post digital, merging online and mobile experiences with the physical world. The ability to get data, insight and ultimately act upon that insight based on location data is becoming table stakes in the post digital world. A study found that 48 percent of customers already use mobile applications with location-aware services, and another 39 percent are planning to use them. (Cisco Enterprise Mobility Landscape Wave III Study - Sep 2015)

### Benefits

- Enhance the mobile experience for shoppers, attendees, fans, patients, and others by using location to push relevant information and provide directions/paths guiding guests to their desired destinations.
- Offer new revenue models through notification messages and promotions as guests move through the venue and facility.
- Gain meaningful insight through analytics of dwell-time, crowding and common paths.
- Mobile device engagement will improve customer satisfaction in 54 percent of businesses. (IDC Research)

## Merging the Physical and the Digital World

We are experiencing a transformation as more people go online to shop and to research purchases for products and services. While most customers still complete their business at a physical location, more often customers are researching their choices before stepping inside the venue.

Now you can bring these two worlds together leveraging **location based services in your Wi-fi network**. Consider a retail business that wants to engage with shoppers in the store and differentiate them based on their loyalty points and shopping patterns. Or a healthcare provider where patients can easily get directions to appointment destinations within healthcare facilities. Or sports venues that need to know who is visiting the stadium – by age group, company, city, etc. and how often they visit.

With the Mobile Experiences Business Offer you can bring the digital world to your physical point of sale and service and provide customized interaction that will delight your customers and make interactions more relevant and rewarding.

## Why Cisco's Mobile Experience Offer?

Cisco's Business Offers are specially curated packages of hardware, software and services that deliver specific business outcomes:

- Aligned with Your Business Imperatives
- Validated to Work Together
- Supported by Cisco
- Scalable & Secure
- Extensible by Design

Cisco's Mobile Experience Business Offer unleashes the power of your network to better serve your customers with locations based analytics, real time interactions, and mobile experience development tools. You can get basic location services that can be deployed in minutes, and later add more sophisticated location features over time with investment protection.

Cisco's Mobile Experience business offer consists of Cisco Connected Mobile Experience (CMX) and Cisco Enterprise Mobility Services Platform that cover a wide spectrum of mobile use cases (Figure 1).



Figure 1. Cisco Mobile Experience Business Offer Use Cases



## Case Study: Hyatt Mobile Experience Delivers Happier, More Loyal Guests

One of the world’s largest hospitality brands, Hyatt serves thousands of customers a year in its Silicon Valley property.

- **Challenge:** Limited Wi-Fi coverage on property, not designed for the modern, mobile digital guest.
- **Solution:** Cisco Mobile Experience delivered high quality mobile experience, with navigation and push notification for personalized guest engagement. Hotel management gained insights on guest location and dwell-time for enhanced service delivery and revenue growth. [Learn more.](#)
- **Results:** Using Cisco solutions, the Hyatt:
  - Grew revenues by up to 20 percent using guest Wi-Fi for data and marketing
  - Offered a continuous Wi-Fi experience
  - Contributed to a 65-point increase in Net Promoter Scores (NPS) showing improved customer satisfaction

“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

It’s based on Cisco Wireless Infrastructure (Cisco Aironet or Cisco Meraki), and can integrate with your customer relationship management (CRM) and customer information file (CIF) applications using a flexible mobile API. It enables locations awareness (including optional hyperlocation), offer push, notification, navigation, and guest Wi-Fi.

## Delivering an Exceptional Customer Experience

The Cisco Mobile Experience Business Offer lets you get closer to customers than ever before. It supports:

- **Location Based Services:** Identify and analyze traffic patterns to optimize the customer experience. From simple traffic analysis to zone mapping and one meter accuracy hyperlocation.
- **Mobile Experience integration and development:** Create, deploy and manage context-aware mobile experiences using data like location and user profile information to effectively engage people.
- **Personalization:** Increase the customer satisfaction for every person entering their physical spaces by helping the customer locate his/her desired products and points of interest as efficiently as possible.

## Cisco Services for Mobile Experience

Cisco Services can help you realize the full value of your Cisco Mobile Experience investment. Using proven Cisco best practices and expertise, these services support you throughout the solution lifecycle. We can help with your business strategy and analysis, and provide continued support as you plan, build, and manage your solution, helping you quickly deliver a highly effective solution that connects customers, employees, and experts.

As part of the service, you get:

- 24x7 access
- A single point of contact for support until your issue is resolved
- Solution experts for triage and fault isolation at the solution level, accelerating root cause identification and coordinating with product support experts to provide solution-compatible resolution(s)
- Case management and maintenance licenses

## The Cisco Advantage

An innovator and leader in the convergence of the Network, Collaboration, Data center and Security, Cisco has the expertise needed to deliver high-quality mobility and collaboration solutions. We make business-critical communications possible in real time, across multiple channels. The Cisco Mobile Experience Business Offer is a complete, enterprise-class solution built to support your most important business processes. It’s designed to scale smoothly as your business evolves.

## For More Information

For more information about successful real-world implementations and best practices, visit: [www.cisco.com](http://www.cisco.com)



Figure 2. Cisco Business Offers Are About You