

Cisco Mobility for Hospitality: Create a Travel Experience That Keeps Guests Coming Back



Mobility is transforming the way we travel. Guests expect ubiquitous connectivity for all their devices and applications along with customized offers, content, and guest services.

To meet these new guest expectations, Cisco helps hotels, resorts, and cruise lines use mobility to build guest loyalty and increase room revenues with customized services and content. [Cisco® Mobility Solutions](#) enable you to offer a personalized engagement for the next-generation traveler while providing all guests and hotel staff with reliable, ubiquitous Wi-Fi. You can gain insight into guest preferences and deliver a mobile experience that not only keeps your guests returning, but also creates brand advocates.

Cisco starts with industry-leading [Cisco Unified Access™](#) and Wi-Fi infrastructure and builds intelligent innovations on top to offer mobility solutions that increase loyalty, drive new revenues, and improve efficiency.

The Quality Wi-Fi Guests Demand

The modern traveler expects consistent, reliable, and ubiquitous Wi-Fi that supports all devices and applications. Cisco enables you to provide pervasive Wi-Fi coverage across your property, including public spaces, conference areas, guest rooms, and outdoor areas.

Cisco offers centralized policy and management to provide robust, uniform, and secure connectivity across the property with faster and easier resolution on guest wireless issues. This reduces calls to the front desk, improves guest relations, and increases guest satisfaction scores.

Enhanced Guest Experience

Today's travelers rely on their personal mobile devices to access services and travel information in real time.

Cisco Mobility Solutions help you connect guests to services customized to their membership level, travel history, and general preferences. Enable your guests to personalize check-in/check-out, share preferences, make selections, and provide feedback using their mobile device, all with branded content unique to your organization.

By learning the service preferences and travel habits of guests, hospitality organizations can offer more profitable services while creating a truly customized experience that boosts loyalty, and the average room rate. Additionally, you can enable employees to better serve your guests, thereby increasing brand value.

Real-Time Analytics

Gain the insight and visibility to better understand what your guests prefer. Discover where guests congregate, what their traffic patterns are, and what services they prefer so you can customize guest services and exceed expectations. Added to any Cisco wireless infrastructure, [Cisco Connected Mobile Experiences \(CMX\)](#) gathers valuable real-time location and analytics to provide insight into guest behavior and personalizes guest engagement that creates new revenue streams.

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

Dania Duke, *General Manager, Hyatt Santa Clara*

Cisco Mobility for Hospitality Benefits

Cisco Mobility for Hospitality builds guest loyalty, grows revenue, and protects the business.

- **Adapt to crowd surges** during a high volume of registrations with self-optimizing Wi-Fi enabled by High-Density Experience and Flexible Radio Assignment
- **Assure the network is always on** and always ready with multi-tiered reliability
- **Enable staff to better serve the facility** via mobile notification and consistent and reliable connectivity
- **Protect privacy and the business** by identifying troublesome devices such as cameras with Cisco CleanAir®
- **Detect externally-launched attacks** such as worms and botnets, with Cisco Netflow and Lancope visibility
- **Prioritize your business** driving applications with Application Visibility and Control (AVC)
- **Provide custom guest access with advertising** the moment they log in to notify them of amenities with CMX Connect captive portal
- **Deliver mobile check-in, key lock and room control** using proximity and mobile application with CMX Engage
- **Enable customers to find the things they want faster** via mapping and navigation with CMX
- **Understand customer traffic patterns and behavior** to optimize guest routes and drive new revenue streams with CMX Analytics
- **Quickly deploy wireless access for conventions and social gatherings** to better support events with Mobility Express or FlexConnect
- **Keep staff and guests connected with reliable mobile services** that use the wireless infrastructure to make calls from mobile devices with Voice over Wi-Fi

Cisco Mobility for Hospitality Solutions

Cisco offers a range of solutions for small hotels to the world’s largest resort environments:

- [Cisco Wireless](#) is a versatile Wi-Fi foundation that supports guest access, analytics, and customer loyalty, whether managed on premises or from the cloud.
- [Cisco Mobility Express](#) delivers advanced performance and functionality with simplicity and is a low-cost solution for smaller hotel property deployments.
- [Cisco Connected Mobile Experiences](#) is a unique location solution that powers real-time analytics and delivers relevant customer engagement.
- [Cisco Services](#) help you plan, deploy, and manage the Wi-Fi foundation for hospitality innovation.

Cisco Mobility Solutions enable you to provide the quality Wi-Fi guests demand with enhanced guest engagement and real-time analytics to create a travel experience that keeps guests coming back.

Next Steps

With more than 30 years in networking leadership, Cisco has the expertise, cost effectiveness, and customer satisfaction to transform your hospitality business into a digital enterprise. To discuss Cisco solutions, contact your Cisco or Cisco partner representative.

For More Information

To learn more, visit the [Cisco Hospitality Mobility page](#).