

Location-Based Services (LBS)

An important building block to enhance the customer experience in some early adopting verticals such as retail, hospitality, and large public venues



What is LBS? LBS uses customer location data to offer up personalized information and services to consumers.

Lines of Business (LOB) value being customer centric, and IT agrees



View LBS as a means to get closer to their customers

The most important benefits



Create a more captivating customer experience on-site



Increase customer satisfaction



Create loyalty

LBS is early in its lifecycle (11% adoption)

... but over 70% expect to deploy LBS across their WiFi network in the future

Does your mobile strategy include LBS today?

Early use cases for LBS



Navigation/mapping capabilities for customers and end-users



Pushing location-based offers or promotions to customers



Pushing location-based comms to customers



End user tracking and analysis applications



90% of LOB respondents report over half of their end users are receptive to LBS

What can LBS do for you?

[Click here to learn more](#)

Source: IDC Custom Research and Survey, Location-Based Services: An Important Building Block to Enhance the Customer Experience, September 2014, IDC #250579