Build Loyalty That Keeps Customers Coming Back: Cisco Mobility for Retail Solutions

Mobility is transforming the way we shop. Retail customers expect to shop to their preference, get up-to-the-minute and relevant information, and interact with retailers instantly.

To meet these new customer expectations and improve employee productivity, Cisco helps retailers use mobility to build customer loyalty and increase revenues with highly relevant context.

Interact with customers by sending targeted promotions that are only available in stores to mobile devices, bringing customers on location and addressing "showrooming," while using proximity technology that knows what customers are interested in and displaying relevant information to drive new revenue. Then, enable customers to send you feedback instantly.

Start with industry-leading Cisco® Unified Access and Wi-Fi infrastructure and then build intelligent innovations on top to offer mobility solutions that build loyalty and keep customers coming back.

Omnichannel Experience

The modern digital consumer expects a rich retail experience that provides value and convenience across all channels. Cisco wireless provides a Wi-Fi foundation that delivers the kind of intelligence that only Cisco can offer to better understand users, their devices, and changes in the environment. That means you can deliver the right kind of experience so your customers can shop the way they want.

With Cisco Wireless, you have the opportunity to create richer and more personalized shopping experiences that drive loyalty and repeat business by engaging customers through a mobile application on their wireless device creating a seamless omnichannel experience. This allows you to connect customers to the products they want from web to store with a consistent experience that is uniquely associated to your organization. Customers are able to research product information and check out using their mobile device.

Hyperrelevance

Consumers are relying more on their personal mobile devices to access product and brand information in real time. By learning the preferences and shopping habits of customers in a particular context—history, time, place, and situation—retailers can create a customized experience for their shoppers.

Additionally, you can enable your employees to better serve customers by delivering inventory and product information directly to their fingertips and allow them to handle a purchase transaction anywhere in the store. Cisco Wireless enables you to simplify the buying process, empower employees, and deliver a better customer experience.

Real-Time Analytics

Gain insight and visibility to better understand what your customers want and keep them coming back. Learn where customers congregate, what their traffic patterns are, and if they are repeat or new customers. This allows you to adjust the physical environment to better influence purchase decisions and meet goals.

Cisco Connected Mobile Experiences (Cisco CMX) gathers real-time location and behavior analytics to provide customer insight. Added to any Cisco wireless infrastructure, Cisco CMX delivers valuable business insight and personalized customer engagement that creates new revenue streams.

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> Blandine Charveriat Louis, *CMO Altarea Cogedim*

Retail Benefits

Cisco delivers retail mobility to build customer loyalty, protect the business, and grow revenue.

- **Adapt to flash crowds** during high volume sale events 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

- **Protect privacy and business** technology by identifying problematic devices such as cameras with Cisco CleanAir®

- **Secure and maintain PCI DSS compliance** for mobile device point of sale and customer mobile payment with wireless intrusion protection and rogue detection

- **Detect both externally-launched attacks and insider threats** such as worms, botnets, network misuse, policy violations, misconfigured devices, and data leakage with Cisco Netflow and Lancope visibility

- **Prioritize your business driving applications** with application visibility and control

- **Provide custom guest access with advertising** to your customers to drive awareness with CMX captive portal

- **Differentiate with customized applications** that provide targeted content to customers and employees with CMX Engage

- **Enable customers to find the things they want faster** via mapping and wayfinding with CMX Engage

- **Understand customer traffic patterns and behavior** to optimize the physical store environment and maximize results with CMX Analytics

- **Quickly deploy pop-up kiosks** to expand reach to customers with Mobility Express or FlexConnect

Cisco Mobility for Retail Solutions

Solutions for small boutiques to the world's largest retail environments:

- **Cisco Wireless** is a versatile Wi-Fi foundation to support guest access, analytics, and customer loyalty whether managed on premises or from the cloud.

- **Cisco Mobility Express** delivers small-to-medium retail performance and functionality with a simple and low-cost solution for small 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 retail innovation.

Cisco builds the right wireless foundation with advanced intelligence that allows you to better engage your customers, enable your employees, and meet your business goals.

Next Steps

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

For More Information

To learn more, visit the Cisco Retail Mobility home page.