



5 steps to delivering a perfect customer experience

Everyone talks about having an innovative experience, but how can you deliver it?

1

Analyse behaviour.

Knowing where your customers go and how long they stay is key. The right network location-based services, such as [Cisco® Connected Mobile Experiences \(CMX\)](#), help you understand behavioural data so you can improve customer interactions.



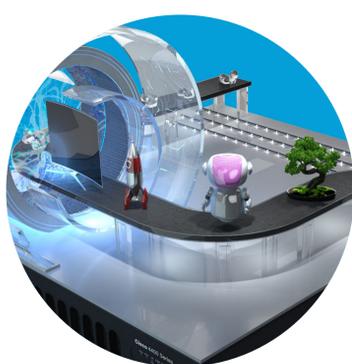
“For each event at the shopping centre, we can count the number of people, the impact on their shopping habits and how many shoppers visit stores before and after the event. We’ll see how different customer segments, such as casual shoppers, respond to our events and advertising.”

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

2

Use network-based insights to create personalised experiences.

Relevant, contextual data is valued by 90 per cent of the customers who receive it. And 50 per cent 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.



“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

Apply what you’ve learned to grow revenue.

Use the insights you gain to make better decisions and respond to new preferences and trends.



Just so you know

“Since introducing our next-generation WiFi, we’ve increased revenues up to **20 per cent** per month.”

– Dania Duke, general manager, Hyatt Regency Santa Clara

4

Optimise the application experience.

[Cisco Intelligent WAN \(IWAN\)](#) with Akamai Connect offers content caching and prepositioning to deliver superfast content and better customer app experiences. At the same time, you have visibility into which apps are running and you can automatically route traffic over the best path. And with [Cisco ONE for WAN](#), you’ll have all the right software capabilities for a successful deployment.



5

Evolve today and tomorrow. And the next day.

Innovative customer experiences are never static. With a network that has intelligence, security and exceptional coverage, you can uncover data and customer insights to improve and optimise each customer’s experience. You can even pinpoint customer movement down to the metre.



Are you ready for Cisco’s smart networks for the mobile age?

This is what people mean by delivering innovative customer experiences. With Cisco, you can use data to turn insights into mobile experiences that engender customer loyalty and that help generate revenue.

[Learn More](#)

Additional resources

[5 steps to a workplace that’s anywhere, anytime](#)

[Top 5 ways to get intelligence out of your network](#)