



Mobile Concierge Services

Cisco Mobile Concierge service provides requirements for mobile clients and servers, and describes message exchanges between them. The Mobile Concierge solution delivers a unique in-store experience to customers who use smartphones.

Mobile Concierge service is used by the mobile devices that are configured with a set of policies for establishing network connectivity. Mobile Concierge service facilitates mobile devices to discover network-based services available in a local network or services that are enabled through service providers. Once you are connected to the stores Wi-Fi network, you receive different services including electronic coupons, promotional offers, customer loyalty data, product suggestions, and so on.

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Licensing for Mobile Concierge

You can enable Mobile Concierge service only if you have a valid Advanced Location service license. If you have the Base Location license, you can upgrade to Advanced Location services by buying the Upgrade SKUs. For information on SKUs, see the *Release Notes for Cisco 3300 Series Mobility Services Engine, Release 7.5*.

Defining a Venue

To define a venue, follow these steps:

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- Step 1** Choose **Services > Mobile Concierge**.
- Step 2** Choose **Mobile Concierge Services > Venues** from the left sidebar menu. The venue page appears.
- Step 3** From the Select a command drop-down list, choose **Define New Venue**, and click **Go**. The Venue Wizard page appears.
- Step 4** Enter the venue name in the Venue Name text box, and click **Next**.
- Step 5** In the Floor/Outdoor Association group box, do the following:
- From the Area Type drop-down list, choose the area type where you want to display the service advertisements. The possible values are **Floor Area** and **Outdoor Area**.
- Note** The Building, Floor Area, and Coverage Area drop-down lists are displayed only when you select Floor Area as the area type.
- From the Campus drop-down list, choose the campus name where you want to display the service advertisements.
 - From the Building drop-down list, choose the building name where you want the advertisements to appear.
 - From the Floor drop-down list, choose the floor type.
 - From the Coverage Area drop-down list, choose the coverage area within the floor.
 - From the Outdoor Area drop-down list, choose the outdoor area where you want to display the service advertisements. This field is displayed only if you select Outdoor Area as the Area Type.
- Step 6** Click **Next**. The Audio group box appears.
- Step 7** In the Audio group box, click **Choose File** to browse and select the audio file to play the audio notification on the mobile device.
- Step 8** Click **Next**. The Icons group box appears.
- Step 9** In the Icons group box, click **Choose File** to browse and select the icon.
- Step 10** Click **Next**. The Venue Apps group box appears.
- Step 11** In the Venue Apps group box, choose the venue where you want to broadcast the service advertisements.
- Step 12** Click **Next**. The Additional Venue Information group box appears.
- Step 13** In the Additional Information group box, do the following:
- Enter the location detail in the Location Detail text box. This provides location details such as store address, zip code, or street address of the venue.
 - Enter the GPS latitude and longitude of the venue in the Latitude and Longitude text box. This helps the applications to identify the venue accurately.
 - Enter any other additional information that you want to provide in the Additional Information text box.

Step 14 Click **Save**. This information is applied to the MSE and the synchronization happens automatically.

Deleting the Venue

To delete a venue, follow these steps:

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- Step 1** Choose **Services > Mobile Concierge**.
The Venues page appears.
- Step 2** Select the check box of the venue that you want to delete.
- Step 3** From the Select a command drop-down list, choose **Delete Venue**, and click **Go**.
- Step 4** Click **OK** to confirm the deletion.
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Adding New Service Providers with Policies

To add a service provider with policies, follow these steps:

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- Step 1** Choose **Service > Mobile Concierge**.
- Step 2** Choose **Mobile Concierge Services > Providers** from the left sidebar menu.
The Providers page appears.
- Step 3** From the Select a command drop-down list, choose **Define New Provider**, and click **Go**.
The Provider Wizard page appears.
- Step 4** Enter the service providers venue name in the Provider Name text box.
- Step 5** Click **Next**. The Icons group box appears.
- Step 6** Select an icon that is associated with the service provider by clicking **Choose File**. This is the icon that is displayed on the clients handset.
- Step 7** Click **Next**. The Local Services group box appears.
- Step 8** In the Local Services group box, do the following:
- Click the blue inverted triangle icon located at the left side of the Local Service # name to expand the Local Service and configure the following:
 - Choose the service type from the Service Type drop-down list. The possible options are: **Directory Info**, **Sign Up**, **Discount Coupon**, **Network Help**, and **Other**.
 - Enter the name that you want to display on the clients handset in the Display Name text box.
 - Enter the service description in the Description text box.

- Choose the service URIs from the Service URI drop-down list.

Step 9 Click **Save**. This information is applied to the MSE and synchronization happens automatically.

Adding New Service Providers with Policies

To add a service provider with policies, follow these steps:

Step 1 Choose **Service > Mobile Concierge**.

Step 2 Choose **Mobile Concierge Services > Providers** from the left sidebar menu. The Providers page appears.

Step 3 From the Select a command drop-down list, choose **Define New Provider** and click **Go**. The Provider Wizard page appears.

Step 4 Enter the service providers venue name in the Provider Name text box.

Step 5 Click **Next**. The Icons group box appears.

Step 6 Select an icon that is associated with the service provider by clicking **Choose File**. This is the icon that is displayed on the clients handset.

Step 7 Click **Next**. The Local Services group box appears.

Step 8 In the Local Services group box, do the following:

- Click the blue inverted triangle icon location at the left side of the Local Service # name to expand the Local Service and configure the following:
 - Choose the service type from the Service Type drop-down list. The possible options are: **Directory Info**, **Sign Up**, **Discount Coupon**, **Network Help**, and **Other**.
 - Enter the name that you want to display on the clients handset in the Display Name text box.
 - Enter the service description in the Description text box.
 - Choose the service URIs from the Service URI drop-down list.

Step 9 Click **Save**. This information is applied to the MSE and synchronization happens automatically.

Deleting a Service Provider

To delete a service provider, follow these steps:

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- Step 1** Choose **Services > Mobile Concierge**.
The Venue page appears.
 - Step 2** Choose **Mobile Concierge Services > Providers** from the left sidebar menu.
The Providers page appears.
 - Step 3** Select the check box of the service provider that you want to delete.
 - Step 4** From the Select a command drop-down list, choose **Delete Provider**, and click **Go**.
Click **OK** to confirm the deletion.
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Defining New Policies

To define new policies, follow these steps:

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- Step 1** Choose **Services > Mobile Concierge**.
 - Step 2** Choose **Mobile Concierge Services > Policies** from the left sidebar menu.
The Policies page appears.
 - Step 3** From the Select a command drop-down list, choose **Define New Policy**, and click **Go**.
The Policy Wizard page appears.
 - Step 4** Choose the venue on which you want the policy to be applied from the Venue drop-down list.
 - Step 5** Click **Next**. The Provider group box appears.
 - Step 6** Choose the service provider from the Provider drop-down list.
 - Step 7** Click **Next**.
 - Step 8** From the SSID drop-down list, choose the SSIDs on which you want to broadcast the service advertisements, and click **OK**. You can choose multiple SSIDs.
 - Step 9** Click **Next**. The Display Rule group box appears.
 - Step 10** In the Display Rule group box, do the following:
Select the Display Rule radio button. You can select either **Display Everywhere** or **Display Near selected APs** radio button. By default, Display everywhere is selected.

If you select Display everywhere, it searches for all the Mobile Concierge-supported controllers that provide these SSIDs and assigns these controllers to the MSE.

If you select Display near selected APs, you can configure the following parameters:
 - AP—Select those APs on which you want the advertisements to broadcast.

- **Radio**—Select the radio frequency on which you want the advertisements to broadcast. The service advertisement is displayed when the mobile device is near the radio band that you selected. The possible values are 2.4 GHz or 5 GHz.
- **min RSSI**—Enter a value for RSSI at which you want the service advertisements to be displayed on the user interface.

Step 11 Click **Finish**.

Deleting Policies

To delete a policy, follow these steps:

- Step 1** Choose **Services > Mobile Concierge**.
- Step 2** Choose **Mobile Concierge Services > Policies** from the left sidebar menu. The Policies page appears.
- Step 3** Select the check box of the policy that you want to delete.
- Step 4** From the Select a command drop-down list, choose **Delete Policy**, and click **Go**.
- Step 5** Click **OK** to confirm the deletion
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