

Cisco Enterprise Mobility Services Platform

Benefits

- Identify and acquire new customers using your Wi-Fi network. Simplify onboarding.
- Gain insight into your customer’s behavior to better serve them. Learn who they are, what they do, where they go and how long they stay
- Differentiate your brand with compelling experiences.
- Personalize engagements to build stronger customer relationships. Deliver content and promotions that are most relevant using multiple channels.
- Create loyal customer relationships by rewarding repeat customers with superior experience and offers



“In 2016, 89 percent of companies will compete based on customer experience.”

— Gartner Survey Finds Importance of Customer Experience is on the Rise; Marketing is on the Hook, Jake Sorofman, Laura McLellan, Sept 2014

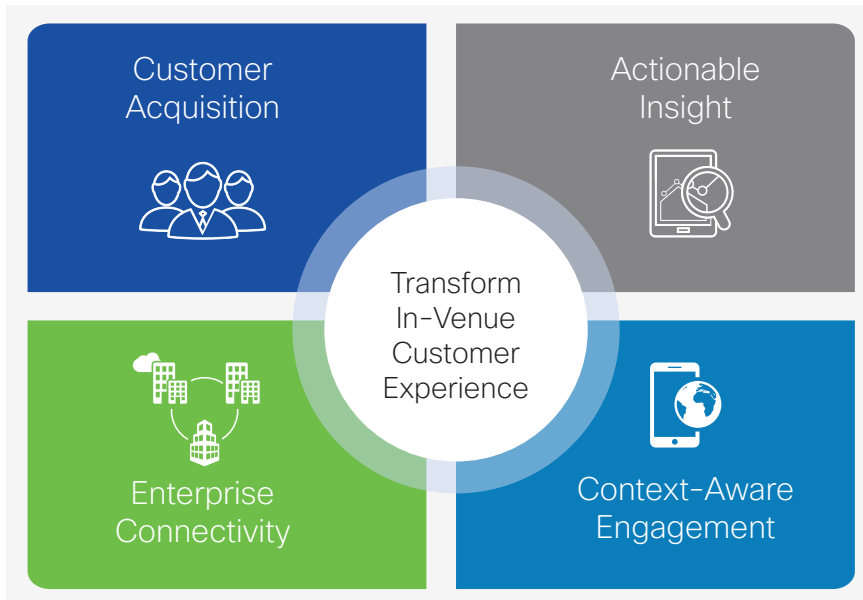
Transform In-Venue Customer Experience

Imagine having the ability to identify and acquire customers using your Wi-Fi network. Discover new insights. Deliver personalized engagement—across all your locations. The Cisco® Enterprise Mobility Services Platform (EMSP) is cloud software that uses your wireless infrastructure to create captivating mobile experiences. Engage customers on their journeys from Wi-Fi onboarding and personalized engagement to post visit surveys.

Using analytics from user profiles combined with location information, organizations are engaging people on their mobile devices and delivering unique services. Both line-of-business and IT leaders are using the platform to implement new strategies to deliver personalized experiences, helping implement new business models and accelerating digital business transformation.

EMSP can be integrated with your Cisco intelligent infrastructure services, Cisco Connected Mobile Experiences (CMX), and Cisco Meraki® cloud-managed networking. In addition, use integrated access point Bluetooth low-energy (BLE) beacons or external beacons to ensure maximum engagement across all best-in-class engagement technologies.

EMSP helps organizations turn insights into action by delivering personalized mobile experiences that engage customers in context on their mobile devices. Use it to build customer loyalty and differentiate your brand.



Personalize Engagements Using Actionable Insights

Acquire customers using your Wi-Fi network. Optimize Wi-Fi onboarding in your venue with eye-catching captive portals. Guests use social-media details to join your network. Return guests automatically authenticate. Easily import location data from CMX and Meraki.

Gather insights and actionable information. Know your customers: who they are, what they do, where they go, and how long they stay. Use built-in reporting and analytics tools to understand their behaviors and preferences. Reveal visitor frequency and dwell times using engagement rules.

Transform customer engagement. Using the powerful engagement rules engine, select the data you want to access, analyze it, and act on it. Connect to your loyalty and CRM systems.

Connect to enterprise systems using APIs. Customer-profile data gained from Wi-Fi on boarding can be posted to loyalty and CRM systems using APIs. Complete your omnichannel marketing strategy by analyzing and understanding in-venue guest behaviors. Personal engagement creates loyalty.

Next Steps

For more information about the Cisco Enterprise Mobility Services Platform, visit <http://www.cisco.com/go/emsp>.