

Connected Mobile Experiences (CMX) Customer Engagement

The right level of engagement

Imagine that you could connect, understand, and engage visitors in meaningful ways in your buildings and integrate this data to enable a truly integrated customer journey across the digital world and physical properties. Cisco® CMX Connect and CMX Engage allow you to quickly create and customize location-specific and user-specific engagement that can be accessed on the user's mobile device. You can identify and acquire customers, discover new insights, and deliver personalized experiences—across all your locations.

Cisco Connected Mobile Experiences provides several engagement options, tailored to the needs of customers and industries. These engagement options range from a light-touch, nonpersonalized portal experience to a highly personalized and dynamic portal or mobile application interaction.

CMX connect

For organizations that need only simple onboarding, CMX Connect provides a cost-effective captive portal to connect customers to your guest Wi-Fi network and, through the onboarding process, acquire basic customer data. CMX Connect makes it easy to build and deploy the portal with simple templates. It supports presence and location analytics such as dwell time and visit frequency.

CMX engage

For organizations that want to use guest Wi-Fi for customer engagement, CMX Engage can deliver customized and personalized content through a smart captive portal at onboarding and during return visits. Customer data captured during initial signup can be shared with back-end systems to build a customer database, expand loyalty programs, and provide more holistic customer profiles and engagements.

Benefits

- Turn your guest Wi-Fi network into a customer engagement channel.
- Capture customer data when your customers visit your physical locations.
- Enhance the customer experience with contextually and location-relevant information to deliver personalized engagements.
- Gain actionable insights into customer and guest behavior within and across locations.
- Integrate location-based data to develop a 360-degree view of the customer.
- Identify your most valuable and loyal customers when they arrive at your location.

CMX engage advanced

CMX Engage Advanced adds location-based personas and real-time multichannel engagements to deliver highly personalized and contextually relevant in-venue experiences. Organizations can create dynamic, location-based engagements that leverage individual profiles, location, business rules, and personas. CMX Engage Advanced allows organizations to build complete customer profiles based on a combination of real-world movements and interactions within and across your locations, data captured when they join the Wi-Fi network, and information from back-end systems such as CRM and loyalty programs. These rich customer insights can be evaluated through our analytics dashboard or integrated into business intelligence and analytics platforms.

Cisco CMX Engage

Acquire

Acquire Visitors, Identify Location Personas and Understand Visitor Behavior at location.



New vs Returning Visitor



Weekend Visitor



Evening High Dweller



Employee



Multi-location Visitor



Loyal Member

Profile + Engage

Delivery Contextual Multi-channel Engagements



SMS



Email



App



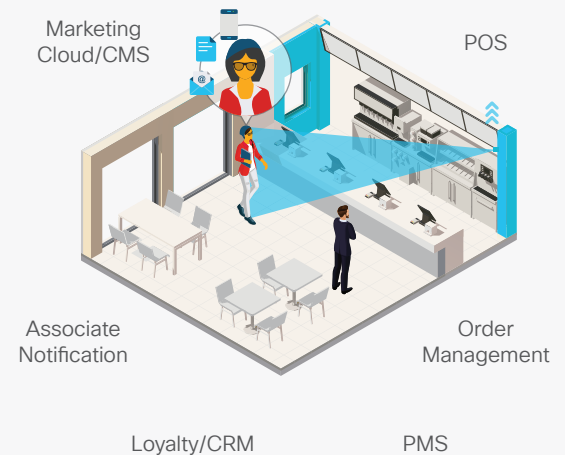
Smart Captive Portal



API Trigger

Integrate

Integrate with Enterprise Workflows



Custom call to action

For more information about Cisco CMX Connect, CMX Engage, CMX Engage Advanced, or Connected Mobile Experiences, please visit www.cisco.com/go/cmxc.

High-level comparison

Feature	CMX Connect	CMX Engage	CMX Engage Advanced
Customer onboarding	X	X	X
Captive portal creation tools	X	X	X
Customer acquisition—authentication and data capture	X	X	X
Reports and analytics	X	X	X
Customer data export	X	X	X
Smart location hierarchy		X	X
Smart captive portal—targeted captive portal engagement		X	X
Real-time API to integrate customer data at onboarding		X	X
Profile rules for location-based personas and insights			X
Multichannel engagement (SMS, email, applications, API)			X
Mobile app SDK for Wi-Fi onboarding and location-based application push notification			X