

# Cisco DNA Spaces for Retail

Cisco DNA Spaces helps solve the retail blind spot so customers have a better understanding of people and things inside their brick and mortar. Retailers are using Cisco DNA Spaces to increase customer acquisition, improve satisfaction scores, boost loyalty, and measure behavioral insights.



## Impact across all retail stakeholders



### Line of business

- In store consumer behavior insights
- Customer acquisition and loyalty
- Engagements to influence behavior
- Customer satisfaction



### Store operations

- Employee behavior and productivity
- Measure impact of variables on behavior
- Customer care and assistance



### IT

- Centralized monitoring and management
- Data export and enterprise integrations
- 24 X 7 global monitoring and end-to-end SLAs

## Out of the box use cases

Value	Key use cases
Customer behavior insights	<ul style="list-style-type: none"> <li>Understand visit duration, density, frequency, identify peaks and troughs and impact of variables on behavior</li> <li>Compare performance across stores, brands as well as the industry</li> <li>Understand real-time behavior across properties</li> </ul>
Customer acquisition and loyalty	<ul style="list-style-type: none"> <li>Acquire new customers and loyalty members and integrate with enterprise loyalty systems</li> <li>Provision Guest Wi-Fi access across stores and enable privacy and marketing opt-in policy</li> <li>Recognize loyal customers and provide differentiated experience</li> </ul>
Customer segmentation	<ul style="list-style-type: none"> <li>Profile and tag customers based on behavior</li> </ul>
Customer experience	<ul style="list-style-type: none"> <li>Customer notifications (location based offers, promote App download, partners, services, etc.) across SMS, Email, App</li> <li>Indoor navigation for associates and customers</li> </ul>
Customer service and assistance	<ul style="list-style-type: none"> <li>Notification to business platforms and store associates via API triggers, Cisco Webex Teams, Email, SMS, etc.</li> </ul>
Centralized monitoring and management	<ul style="list-style-type: none"> <li>Enterprise wide management of BLE radios</li> <li>Manage and group locations based on business taxonomy</li> <li>Built-in 24/7 API monitoring and support with SLAs</li> </ul>

## Business outcomes enabled by partner apps and enterprise software integrations

Value	Example usecases
Enhanced enterprise analytics	<ul style="list-style-type: none"> <li>Enterprise analytics using location data to enterprise software</li> <li>Correlate location behavior with other business KPIs like revenue, operations, marketing, energy, etc.</li> </ul>
Social sentiment and feedback	<ul style="list-style-type: none"> <li>Receive real time feedback from customers on site to take action immediately to improve NPS, online reputation, and customer satisfaction</li> </ul>
Marketing automation and engagement	<ul style="list-style-type: none"> <li>Identify "At Risk" guests and recover them via real-time engagement</li> </ul>