

Cisco DNA Spaces for Hospitality

Cisco DNA Spaces helps solve the hospitality blind spot so customers have a better understanding of people and things inside their properties. Hotels are using Cisco DNA Spaces to optimize staffing, improve guest satisfaction scores, and influence guest behavior.



Impact across all hospitality stakeholders



Line of business

- Boost loyalty and enhance guest satisfaction
- Gain insights into behavior of guests, visitors, assets



Property owners and operators

- Optimize staff efficiency, asset tracking, and staff security
- Drive value for owners through strategic engagements
- Benchmark property performance against other locations



IT

- Maintain a common guest experience across all properties through a centralized management platform
- Full ownership over guest behavior data

Out of the box use cases

Value	Key use cases
Guest and visitor behavior insights	<ul style="list-style-type: none">• Understand real-time visitor behavior across properties, like visit duration, visit frequency and density levels• Compare property performance across brands and sub-brands• Differentiate who is a guest vs who is a visitor
Customer acquisition and loyalty	<ul style="list-style-type: none">• Provide loyalty and credit card sign-up through contextual engagements• Deliver a uniform guest Wi-Fi program across all brands• Customize onboarding experiences for loyal and returning guests
Segmenting visitor by personas	<ul style="list-style-type: none">• Profile and tag who is a guest and a visitor to enrich location personas
Guest experience, outreach, and monetization	<ul style="list-style-type: none">• Engage contextually (app downloads, local F&B partners, hotel campaigns) across SMS, email, and app• Provide notifications to business platforms and hotel managers via API triggers, WebEx teams, etc.• Improve monetization via promotion of partner assets such as enrollment into co-branded credit cards through engagements
Optimize operations	<ul style="list-style-type: none">• Monitor assets like luggage carts and create rules to trigger alerts• Use realtime location to locate devices are on a map• Support staff security through panic button tags
Centralized monitoring and management	<ul style="list-style-type: none">• Built-in 24/7 API monitoring and support with SLAs• Centrally and securely on-board, provision and manage tags + beacons

Business outcomes enabled by partner apps and enterprise software integrations

Value	Key use cases
Enterprise Analytics	<ul style="list-style-type: none">• Tie location data into enterprise software to correlate visitor behavior with other business KPIs like revenue, operations, energy, and more
Social Sentiment	<ul style="list-style-type: none">• Integrate location data with social sentiment and surveys
Marketing Automation and Campaigns	<ul style="list-style-type: none">• Target specific in-hotel behavior for customized campaigns delivered through partner marketing clouds