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.

- Boost loyalty and enhance guest satisfaction
- Gain insights into behavior of guests, visitors, assets
- Optimize staff efficiency, asset tracking, and staff security
- Drive value for owners through strategic engagements
- Benchmark property performance against other locations
- 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

<table>
<thead>
<tr>
<th>Value</th>
<th>Key use cases</th>
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</table>
| Guest and visitor behavior insights | • 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    | • 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      | • Profile and tag who is a guest and a visitor to enrich location personas |
| Guest experience, outreach, and monetization | • 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                 | • 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 | • 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

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<tbody>
<tr>
<td>Enterprise Analytics</td>
<td>• Tie location data into enterprise software to correlate visitor behavior with other business KPIs like revenue, operations, energy, and more</td>
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<tr>
<td>Social Sentiment</td>
<td>• Integrate location data with social sentiment and surveys</td>
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<tr>
<td>Marketing Automation and Campaigns</td>
<td>• Target specific in-hotel behavior for customized campaigns delivered through partner marketing clouds</td>
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