

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

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

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