

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

Business outcomes enabled by partner apps and enterprise software integrations

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