Apple and Cisco Team to Help Brick-and-Mortar retailers Improve the Customer Experience

Benefits

- **Enhance the customer experience** by enabling store associates to assist shoppers with on-the-spot access to information.
- **Anticipate shopper needs** through omnichannel 360° analytical insights gathered from all engagement touch points.
- **Simplify operations** by allowing IT to optimize the Wi-Fi infrastructure for iOS devices and prioritize business-critical apps.

Enhancing the shopper and store associate experience

Brick-and-mortar retailers are turning to mobility to improve the in-store customer experience, while also enhancing operational efficiencies. These initiatives begin with apps running on mobile devices that connect to wireless networks.

To deliver an optimal user experience, mobile devices must roam seamlessly, without network disconnects, and must continuously receive enough prioritized bandwidth to satisfy mobile app requirements.

This is where Apple and Cisco co-development efforts shine. These leaders in mobility and networking have introduced three capabilities specifically targeted at optimizing the user experience when running iOS apps:

- **Wi-Fi optimization for iOS devices.** iPhone and iPad devices quickly and intelligently connect to Cisco access points, resulting in less lag time when roaming, fewer dropped connections, and significantly improved app experiences.
- **App prioritization with Cisco Fast lane.** Business-critical iOS and MacOS apps are given network bandwidth priority via easy-to-manage quality of service (QoS) settings.
- **Cisco Wi-Fi analytics for iOS.** iOS devices report their “view from the ground,” including signal levels detected before joining the network and reasons for dissociation, to assist in diagnosing connectivity issues.

These capabilities are available as a standard software upgrade to existing Cisco wireless networks.
Delivering the use cases retailers demand

Many use cases have emerged where retailers are leveraging Apple and Cisco jointly developed capabilities to enhance their mobility strategies, including:

- **Enhancing the in-store greeting:** A receptionist greets customers as they enter the store, using an iPad “Greeter” app to answer questions and provide introductions to support specialists within the store.

- **Improving inventory management:** Store associates help customers find merchandize by querying available inventory at their location and at remote stores running an inventory management iOS app.

- **Streamlining customer checkout:** No one likes to wait in long lines at checkout, so store associates with iPhone and iPad devices can step in to reduce the risk that customers will leave the store before completing their purchases.

- **Supporting omnichannel initiatives:** To further enhance the customer experience, omnichannel iOS apps allow store associates to offer a seamless and integrated shopping experience from the first touch point to the last.

These important use cases can be derailed by poor network connectivity to the mobile devices retailers provide their associates. This is where the power of Apple and Cisco co-development comes in, optimizing Cisco networks so retailers derive the greatest value from their iPhone and iPad device-based mobile strategies.

Adding value to the in-store experience

There has never been a better time to leverage mobility to enhance your competitive edge. Offer a differentiated shopper experience on a par with, or better than, that delivered by online retail storefronts. And look to Apple and Cisco to help make mobility work for you.

For more information, visit [cisco.com/go/apple](http://cisco.com/go/apple).