



CMX Use Case Stories

September 4, 2014

This chapter introduces several use cases which can be met through the deployment of the CMX services:

- CMX Analytics
- CMX Visitor Connect

Each is designed to highlight the application of CMX services to address a realistic business scenario. The first two use cases involve the use of CMX Location Analytics with a large-sized retail scenario to analyze customer behavior to provide better service. A third use case involves the use of the CMX Visitor Connect service within a small-sized retail scenario to provide customer Wi-Fi access. Finally, a fourth use case involves the use of CMX Presence Analytics within a small-sized retail scenario to analyze customer behavior to provide better service. For each of the use cases, a short Video on Demand (VoD) shows how the use case can be met using the appropriate CMX service.

This initial version of the Cisco CMX CVD focuses on design guidance around proper wireless LAN design for enterprise customers to support location services (CAS), as well as focusing on use case stories around the “detect” aspect of the CMX solution through CMX Location Analytics and CMX Presence Analytics. The design guide also touches upon the “connect” aspect of the CMX solution through a simple CMX Visitor Connect use case story.

Validation work around the Cisco CMX CVD has been done around a series of use case stories. The use case stories are meant to show how CMX services can be used to solve issues or provide benefits in realistic business scenarios within particular vertical markets.



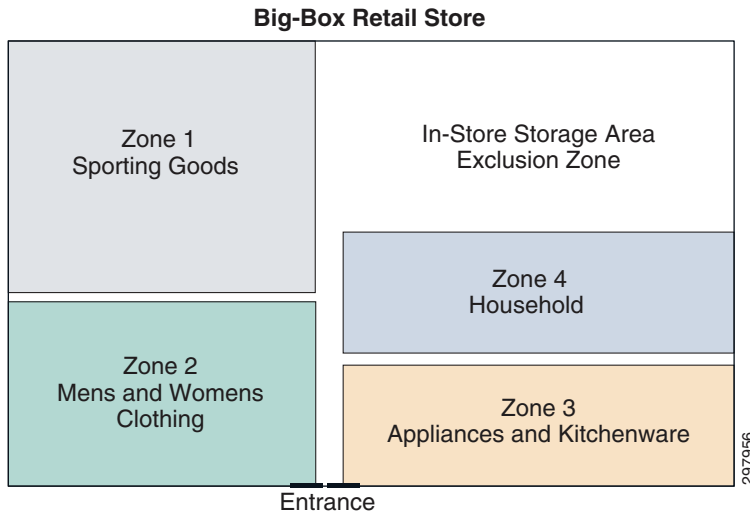
Note

A direct link to the VoD for each use case is provided in each of the following sections. If you want to browse the available CMX use case VoDs, see: <http://video.cisco.com/search?q=cmx+cvd+use+case>.

CMX Location Analytics Use Case Stories

For Location Analytics, two use case stories involving a “big box” retail business scenario were chosen for validation. [Figure 7-1](#) provides an example of the CMX zones applied to the retail use case stories discussed below.

Figure 7-1 Example of Retail Store Zones for CMX Location Analytics Use Case Stories



- Use Case Story #1—John is a regional manager for a large big box chain. One of the stores in his region is selling significantly less sporting goods than the rest, while other departments in that store are performing well. He examines the store using CMX Analytics to determine how many people going to that store actually visit the Sporting Goods department using a Conversion Percentage Report. He finds that only about 30% of visitors to that store visit Sporting Goods. For other stores in the region, that percentage averages 45%. Since the Sporting Goods department is near the rear of the store, he directs the store manager to add signage at the entrance promoting sporting goods. A week and a half later, John returns to CMX Analytics to track whether the changes that were made were effective. He notices that the average percentage goes up to around 40% for that store, thus improving the Sporting Goods department conversion rate. John can also look at conversion rates from each of the other departments in relation to Sporting Goods to help further fine tune changes that increase the conversion rate and subsequently sales.
- Use Case Story #2—John digs deeper into CMX Analytics and examines the newest store in his region, which opened two months ago. He discovers an issue in the Appliances & Kitchenware department. Using the Analytics interface, he sees that dwell time is much lower than it should be, showing an average of less than eight minutes, where the regional average is closer to 15 minutes. Even without having the initial sales data from the store, John knows improvements can be made and works with the store manager to initiate an immediate training session for the staff in that department, focusing on customer engagement. They both then track how much impact the training had and see that average dwell time has increased to 18 minutes, surpassing the regional average. The training is then implemented region wide due to its effectiveness.

The following short VoD shows how the Conversion Percentage Report within Cisco CMX Analytics can be used to provide the information that the regional manager needs to meet the first use case and how the CMX Analytics Dashboard can be used to provide the information he needs to meet the second use case.

<http://video.cisco.com/detail/video/3753883722001/cisco-cmx-cvd-use-case-stories-1-and-2?autoStart=true>

CMX Visitor Connect Use Case Story

For CMX Visitor Connect, a use case story involving a specialty retail business scenario was chosen for validation.

Suyog is the owner/manager of a small business, “Suyog’s Chai House”. Suyog wishes to provide guest WiFi Internet access for his customers using a simple, easy, and customizable guest captive portal to interface with the guest for onboarding. He wishes to provide the ability for his guests to login via Facebook (priority), Linked-In, and Google+ (stretch goals), collect the name and an email address of his guests for targeted email promotions, and display terms and conditions for using the guest WiFi Internet access. However he needs to also provide WiFi guest access for those customers who wish to join anonymously. Suyog wishes to push a promotional advertisement and coupon for “Suyog’s Special Chai Blend” tea as customers log in via social media and redirect them to his website when they first connect. Optionally, as an incentive for customers to login via social media, Suyog will provide unlimited daily access to customers. For those customers who login anonymously, Suyog will enforce a quota limit. Suyog wants to make sure that customers who temporarily disassociate and re-associate to the network do not have to log in again via social media.

The following short VoD shows how the CMX Visitor Connect service can be used by the owner/manager of a small business to provide the guest WiFi access he needs to meet this use case.

[VoD to be provided at future date.]

CMX Presence Analytics Use Case Story

For CMX Presence Analytics, a use case story involving another specialty retail business scenario was chosen for validation.

Conrad is the owner/manager of a small business, “Conrad's Cups and Cakes” specializing in coffee and cupcakes. Conrad wishes to provide guest Wi-Fi Internet access for his customers. In exchange for free Wi-Fi service, Conrad is interested in collecting analytics information for his store as well. Specifically, he is interested in knowing the percentage of customers passing by who actually stop in his stores, presumably to buy something. Likewise, he would like information regarding the average number of customers within his stores during various times of the day to provide sufficient staff for a superior level of service to his customers. Finally, he is interested in length of time customers spend in his stores.

The following short Video on Demand (VoD) shows how the CMX Analytics Dashboard can be used for a presence analytics site to provide the owner/manager of the small business the information he needs to meet this use case.

<http://video.cisco.com/detail/video/376978000001/cisco-cmx-use-case-story-4?autoStart=true>

