



Working with the WiFi Engage

This chapter describes how to create location-specific experience zones and the portal modules that are available to enhance the portal that is displayed for an experience zone. It also describes the various types of the WiFi Engage users and WiFi Engage reports.

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WiFi Engage Features

The WiFi Engage enables you to do the following:

- Develop location-specific experience zones.
- Create portals for the experience zones.
- Edit the portal from the Experience Zone Manager app.
- View reports that help in analyzing the usage, type of users, and performance of an experience zone.
- View details of users for various social network sites like Facebook and Linked In.

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Developing Location-Specific Experience Zones

The WiFi Engage enables you to create location-specific experience zones. Each experience zone provides visitors with a menu of services and content that is specific to the business and relevant to that location or area.

ABC is a leading hotel chain with many hotels around the globe. The hotel provides free Wi-Fi access to all its customers. ABC is WiFi Engage enabled. Mr. White is a businessman and a regular customer of ABC who uses ABC's various hotels during his business trips. Mr. White has to visit New York and London as part of his business trip, and he has booked the hotels of ABC in both of these places. When he is in New York, Mr White connects to the internet through ABC's Wi-Fi. Then, a portal is shown that has the tourist spots, shopping centers, local news, and local advertisements of New York. Mr. White travels to London and accesses ABC's Wi-Fi. Now the portal shown to him has the tourist spots, shopping centers, local news, and local advertisements of London. Similarly, you can provide different experience zones to your customers when they access the same WiFi ID from different locations.



Note

You need to have both the Meraki and WiFi Engage accounts to create the experience zones.

To develop a location-specific experience zone, perform the following steps:

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Enabling the SSIDs in the Meraki

To import the SSIDs to the WiFi Engage, you need to enable those SSIDs in the Meraki.

**Note**

As the Meraki is not a part of the Enterprise Mobility Services Platform, the menu path and menu names are subject to change.

To enable the SSIDs in the Meraki, perform the following steps:

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- Step 1** Go to meraki.cisco.com.
 - Step 2** Log in to the application using the login credentials for your Meraki account.
 - Step 3** Click the Meraki organization in which you need to enable the SSIDs, and choose the required network.
 - Step 4** Choose **Wireless> Configure> SSIDs**.
The SSIDs available for the network appears.
 - Step 5** Rename the SSID and enable it.
 - Step 6** Click **edit settings**, and in the Splash page option, choose the **click-through** radio button.

**Note**

If you need to apply a radius server configuration for your SSID, choose the RADIUS for splash page option instead of the click-through, and add the radius server with the details, such as Host, Port, and so on. Also, choose the radius server from the drop-down list for the Sign-on with radio button. For more information, see the *Cisco WiFi Engage with Meraki Configuration Guide*.

- Step 7** Click **Save Changes**.

**Note**

To enable the SSIDs, you need to have a Meraki account.

Accessing the WiFi Engage

The WiFi Engage dashboard is available to the users through emsp.cisco.com. Cisco provides the user credentials to each customer of the WiFi Engage.

To access the WiFi Engage, perform the following steps:

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- Step 1** Go to emsp.cisco.com.
 - Step 2** In the Sign in window, enter the user credentials provided for your Enterprise Mobility Services Platform account, and click the arrow button to sign in.
 - Step 3** Click the **WiFi Engage** icon.

**Note**

You can directly log in to the WiFi Engage using the URL <https://emsp.cisco.com/wifiengage/>.

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- Step 4** From the Select Customer drop-down list, choose the customer name corresponding to the Meraki, and click **Proceed**.

The WiFi Engage dashboard appears.

Connecting to the Meraki from the WiFi Engage

To develop the experience zones for a Meraki SSID, you need to import that SSID from the Meraki network. Also, you need to connect to the Meraki network to add the access points to the locations and publish the experience zones.

To connect to the Meraki, perform the following steps:

- Step 1** In the WiFi Engage dashboard, click the icon for the Account Settings.
- Step 2** In the Meraki Settings dialog box that appears, click **Connect account**.
- Step 3** Enter the username and password for your Meraki account, and click **Connect account**.
- Step 4** In the Organization dialog box that appears, choose the Meraki organization to which you need to log in, and click **Submit**.

The Account switched successfully message appears. Now, the WiFi Engage is connected to the Meraki network.

- Step 5** Click **Continue** to navigate to the other activities in the WiFi Engage.
-



Note

You can switch to a different Meraki account using the Meraki Account Settings button.



Note

You can use a WiFi Engage account only for one Meraki organization. For more information on the Meraki organization, see the User Guide for the Meraki.

Importing the SSIDs

The SSID refers to the network ID that you connect to access the internet through Wi-Fi. To create an experience zone for an SSID of the Meraki, you need to import that SSID from the Meraki network.

To import the SSIDs for a Meraki network, you need to enable the SSIDs in meraki.cisco.com. For more information, see the “[Enabling the SSIDs in the Meraki](#)” section on page 2-3. The enabled SSIDs are available for importing.

To import the SSIDs, perform the following steps:

- Step 1** In the WiFi Engage dashboard, choose **Configure > SSIDs**, and click **Import**.
- Step 2** In the Please Select SSID To Import window, select the SSIDs you need to import, and click **Import SSID**.

The imported SSIDs appear in the SSIDs window.

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**Note**

As the WiFi Engage needs to synchronize with the Meraki network to load the imported SSIDs, you may need to refresh the window to view the imported SSIDs.

Manually Configuring the SSIDs

To manually configure the SSIDs, perform the following steps:

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- Step 1** In the SSIDs window, click the **Configure SSIDs Manually?** link.
 - Step 2** Click the **Configure SSIDs Manually** tab.
 - Step 3** Follow the instructions specified in this tab.
-

Defining the Locations

The WiFi Engage enables you to provide the different experience zones for the various locations. A location can be defined as a logical grouping of access points. So, when a Wi-Fi user connects to the internet using the same SSID from different locations, the user is provided with different experience zones, if configured so. Define the locations for which you want to create the experience zones.

To define a location, perform the following steps:

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- Step 1** Choose **Configure > Locations**, and click **Add Location**.
 - Step 2** In the Add Location window, enter the name of the location, and click **Add**.
The location added appears in the Locations window.
-

Adding Access Points to a Location

When you create an experience zone for a location, that experience zone is available for all of the access points associated with that location. You can add all of the access points in a network or only the selected access points to a location.

**Note**

The access points added to a location are not available for another location.

To add access points for a location, perform the following steps:

-
- Step 1** In the WiFi Engage dashboard, choose **Configure > Locations**.
The locations defined appear.

**Note**

You can search for a location using the Search option. You can search for a location by the location name and name or the MAC address of the access points associated with that location.

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Step 2 Click the **Add access points** link corresponding to the location for which you want to define the access points.

Step 3 In the Access Points window, do the following:

a. From the Select network drop-down list, choose the network in which you want to add the access points.

All of the access points for this network appear.

b. Select the access points that you want to add for the location.

c. Click **Add Access Points**.

The access points are added for the location. The total number of access points added appear against the location in the Locations window.



Note

You can add access points to a location in bulk using the Import Template button. You need to provide the access points along with the network ID, network name, and network display name.

Enabling the Maps for a Location

You can configure the maps that must appear for various locations in the WiFi Engage. When the user accesses the WiFi Engage from the various locations, the corresponding map appears.

To enable a map for a location, perform the following steps:

Step 1 In the WiFi Engage dashboard, choose **Configure > Maps**. All of the locations that are added to the WiFi Engage appear.

Step 2 Expand the location for which you need to configure the map by clicking the location name. All of the access points associated with that location appear.



Note The locations with the arrow mark adjacent have access points associated with them.

Step 3 Click the **Change Map** link corresponding to the location for which you need to enable the map.

Step 4 In the Change Map window, configure the map for the location.

You can upload the map from the Meraki, Micello map, or an external source.

a. To upload a Meraki map, choose **Meraki Map**. The map for this location in the Meraki appears along with its name. Edit the name, if required, and click **Save**.

b. To upload a map from an external source, choose **Upload Map**. Upload the map using the **Upload** button, and enter a name for the map in the Map Name field, and click **Save**.

c. To upload a map from the Micello map, choose Micello map. Specify the Micello Map ID or Map URL of the map to upload. The map appears along with its name. Edit the name, if required, and click **Save**.

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**Note**

To upload a Micello map, you need to have a Micello account. For a Micello account, contact support@micello.com.

Creating the Portals

A portal is the user interface that appears when a Wi-Fi user is logged into an experience zone. You can enhance the portals using the various portal modules provided by the WiFi Engage.

To create a portal, perform the following steps:

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- Step 1** In the WiFi Engage dashboard, choose **Create > Portals**, and click **Create New**.
 - Step 2** Choose a template for the portal.
Navigate using the arrows highlighted in the window to choose the required template.
 - Step 3** In the Name field, enter a name for the portal, and click **Create**.
The portal page appears with the portal modules on the left and portal preview on the right.
 - Step 4** Add features to the portal using the [Portal Modules](#).
 - Step 5** Click **Save** to save the changes made to each module.
-

Developing the Experience Zones

An experience zone refers to the portal that appears to a user who accesses the WiFi Engage from a particular location with a specific SSID. The experience zones are created with respect to an SSID, portal, and locations.

To create an experience zone, perform the following steps:

-
- Step 1** In the WiFi Engage dashboard, choose **Configure > Experience Zones**, and click **+Experience Zone**.
 - Step 2** In the Add Experience Zone window, add the following details, and click **Add Zone**.
 - a. From the SSID drop-down list, choose the SSID for which you want to define the experience zone.
 - b. From the Portal drop-down list, choose the portal that must appear for this experience zone.
 - c. In the Location area, choose **All Locations** if the experience zone is applicable for all of the locations, or choose **Choose Location**, and specify the locations for which you need to define this experience zone. Then, click **Add**.
 - d. In the Name field, enter a name for the experience zone, and click **Add Zone**.
-

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Activating the SSIDs

After creating the experience zone, you need to activate the SSID to publish the experience zone. The access points immediately broadcast the SSID with your captive portal. You can now have your customers enable the Wi-Fi on their device (mobile, laptop, and so on), and connect to your SSID and view the experience zone associated with that SSID and location.



Note

The imported SSIDs need to be activated to show the experience zones to the end users. When you activate an SSID, the Meraki network is updated with the WiFi Engage configurations required to show the experience zones.

To activate an SSID, perform the following steps:

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- Step 1** In the WiFi Engage dashboard, choose **Configure > SSIDs**.
- Step 2** Click **Activate** corresponding to the SSID that you want to activate.
The SSID updates that need to be configured in the Meraki network appears.
- Step 3** Click **Update**.
The Meraki network gets updated with the required configurations to show the experience zones for this SSID.



Note

On an iPhone, within 3 seconds after connecting, the user is automatically taken to the portal for the experience zone.



Note

On an Android phone, the user may require to open a browser to view the portal for that experience zone.



Note

If there is any WiFi Engage configuration update that is not synchronized with the Meraki, a red indicator appears against the SSID. Click the Sync link to synchronize. After synchronization, the indicator turns green.

Portal Modules

The following are the portal modules of the WiFi Engage:

- **Authentication**—Set the authentication mode for your portal using this module. You can provide access to a portal without authentication or with authentication through SMS, or Social Sign In.
- **Brand Name**—Define the brand name for your portal using this module. You can add the brand name as text or a logo image.
- **Notice**—Add a notice option in the portal using this module. This helps you display notices to the portal users, whenever required. You can set to provide the notice in the thicker text, text, or text with an image format.

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- **Welcome Message**—Add a welcome message in the portal using this module. You can set to provide the notice in the thicker text, text, or text with an image format.
- **Venue Map**—Add a label and icon for the venue map using this module. The venue map is uploaded in the portal from the Meraki based on the location.
- **Videos**—Add videos in the portal using this module. You can also add an appropriate caption and icon for the video section in the portal. You can also view the preview of the video when uploading it.
- **Feedback**—Add the feedback questions in the portal using this module. You can add multiple-choice and rating questions. This module also lets you customize the labels for the Submit button, Thank You message, and Post Submission button. It has an option to set whether the users will be provided a text box to add the comments. It also lets you specify the e-mail addresses and subject for the feedback.
- **Help**—Add a help line number that the user can contact for assistance using this module. You can customize the caption and icon of the Help module.
- **Get Apps**—Add apps to the portal using this module. You can add appropriate captions and icons for each app using this module.
- **Get Internet**—Add the external URL to which the user can navigate from the Get Internet section in the portal. To navigate to this URL, the user has to accept the terms and conditions provided.
- **Add Menu Item**—Add customized menu items to the portal using this module. All of the above mentioned modules are default modules provided by the WiFi Engage. You can add additional items to a portal based on your requirements using the Add Menu Item module.
- **Promos & Offers**—Add the promotions and offers to display through the portal using this module. You can modify the title of the Promos & Offers module. For each module, you can add appropriate captions and images, and specify the URL to the promotion details. The promos are displayed as carousels.
- **Advertisement**—Manage the advertisements to display in the portal using this module. You can divide the advertisement space in the portal among different advertisers, and can set an account and space ID for each advertiser.

Managing the Portals

The portal administrators can display or hide a module added to a portal by switching the ON/OFF button in that module.

- To reorder the modules, drag and drop the modules to the required location. The preview section reflects the changes.
- You can configure certain portal modules from the Experience Zone Manager app. You can manage the following modules through the Experience Zone Manager app:
 - Notice
 - Welcome Message
 - Videos
 - Help



Note

By default, the Configure In option for the above modules are set to the Experience Zone Manager app. To edit these modules through the WiFi Engage dashboard, you need to change it to Dashboard.

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Downloading the Experience Zone Manager App

You can download the Experience Zone Manager app from the iTunes or Play Store. The WiFi Engage also provides an option to download the Experience Zone Manager app.

To download the Experience Zone Manager app from the WiFi Engage, perform the following steps:

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- Step 1** In the WiFi Engage dashboard, choose **Manage Users > Users**.
 - Step 2** Click **Get Experience Zone Manager App** that appears in the right pane of the dashboard.
The WiFi Engage mails you the URL from which you can download the Experience Zone Manager app.
 - Step 3** Download the app from the link provided in the e-mail.
-

Managing the WiFi Engage Users

If you are an Account Admin, you can add users for the WiFi Engage, and grant them the required admin rights. The WiFi Engage enables you to define the following types of users:

- **Account Admin**—This user has complete administrative rights on the WiFi Engage dashboard.
- **Admin**—This user has all the privileges other than user management. For example, an admin user cannot invite a user to join the WiFi Engage.
- **Portal Designer**—This user has access only to the Portal features of the WiFi Engage.
- **Experience Zone Manager**—This user has access only to the following portal modules through the Experience Zone Manager App: Notice, Welcome Message, Videos, and Help. This user does not have access to the WiFi Engage dashboard.
- **AccessCode Manager**—This user has access only to create and manage access codes for the experience zones.
- **Read Only Access**—This user has the access only to view the WiFi Engage dashboard. That is, this user cannot edit the WiFi Engage configurations.

To add a WiFi Engage user, perform the following steps:

-
- Step 1** In the WiFi Engage dashboard, choose **Manage Users > Users**.
 - Step 2** Click **Invite User**.
 - Step 3** In the Invite User window, enter the following details:
 - a. In the Email Address field, enter the e-mail address of the user to add.
 - a. From the Access drop-down list, choose the access type to provide to this user.
 - Step 4** Click **Send Invite**.
-



Note The Invite User button is available only for the Account Admin users.

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Viewing Usage Reports

The WiFi Engage enables you to view the reports that help you analyze the usage of the WiFi Engage, the usage rate of the various modules, user types, and so on.

Engagement Report

The Engagement report shows the visitors to engaged ratio for an experience zone for a particular period, where the visitor is a device that is connected to the internet for more than a minute with high signal strength, and engaged is a device that has logged into the experience zone. This report is used to analyze the usage of the WiFi Engage.

To view the engagement report, perform the following steps:

-
- Step 1** In the WiFi Engage dashboard, choose **Monitor > Engagement Report**.
 - Step 2** From the Select an Experience Zone drop-down list, choose the experience zone for which you need to view the report.
 - Step 3** From the adjacent drop-down list, choose the period for which you want to view the report. The report for that experience zone for the specified period appears.
-

**Note**

If you are viewing the report for a network for which the CMX analytics and callback URL pointing to the notification server are not configured, then a dialog box appears where you need to specify whether to auto-configure the parameters for that network. If you choose to auto-configure, the report appears.

**Note**

You can manually configure the analytics properties using the instructions provided in the Configure Analytics for the Meraki tab. You can access this tab from the Configure SSIDs Manually? link available in the SSIDs window.

**Note**

You can export the report as a PDF using the Export PDF button.

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