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Cisco WiFi Engage with CUWN Quick Start Guide

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Preface

This preface describes the audience, organization, acronyms, and conventions used in the Cisco WiFi Engage with CUWN Quick Start Guide, and provides information about the related documentation.

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- [Document Organization, page iv](#)
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Audience

This guide is intended for site producers who create web portals using the WiFi Engage with Cisco Unified Wireless Network (CUWN). For example, a technical administrator who creates the proximity rules and manages the users, or a portal administrator who manages the portal content.

This guide is also meant for business and store administrators who use the WiFi Engage to create the proximity rules to send notifications to customers and business users.

Document Organization

Chapter Number	Chapter Title	Description
Chapter 1	Getting Started	Provides information on the process flow and system requirements for the Cisco WiFi Engage.
Chapter 2	Defining the Location Hierarchy	Describes the WiFi Engage features and how to define the location hierarchy.
Chapter 3	Captive Portals and Proximity Rules	Describes how to create the captive portals, various portal modules, and the proximity rules that you can create using the WiFi Engage.
Chapter 4	WiFi Engage Reports and Users	Provides information on the WiFi Engage Reports and user types.

Document Conventions

Convention	Description
Boldface	Commands, command options, and keywords are in boldface .
<i>Italics</i>	Arguments for which you supply values are in <i>italics</i> .
Option > Option	Used to describe a series of menu options.



Note

Means *reader take note*. Notes contain helpful suggestions or references to material not covered in this guide.

List of Acronyms and Abbreviations

Table i-1 List of Acronyms and Abbreviations

Acronym	Expansion
BLE	Bluetooth Low Energy
CUWN	Cisco Unified Wireless Network
EMSP	Enterprise Mobility Services Platform
MSE	Mobility Service Engine
SSID	Service Set Identifier
WLC	Wireless LAN Controller

Related Documentation

- *Cisco WiFi Engage with CUWN Configuration Guide*- Refer to this document for detailed documentation of the Cisco WiFi Engage with CUWN.



Getting Started

This chapter provides an overview of the WiFi Engage, process flow, license packages, and the system requirements for the WiFi Engage with CUWN.

- [Overview, page 1-1](#)
- [Process Flow, page 1-3](#)
- [System Requirements, page 1-3](#)

Overview

The Cisco WiFi Engage is an application in the Cisco Enterprise Mobility Services Platform. The Cisco Enterprise Mobility Services Platform is a mobile-application platform that enables you quickly create and deploy context-aware experiences that engage people on their mobile devices. The cloud-based Enterprise Mobility Services Platform more securely integrates with your existing Cisco mobile network infrastructure. It uses context-aware data, like location and user profile information, to deliver personalized experiences that engage people on their mobile devices.

The platform includes adapters to interface with Cisco Meraki Cloud controllers, the Cisco Connected Mobile Experience, and Cisco wireless LAN controllers. In this way, it more securely integrates with your existing mobile network infrastructure.

The WiFi Engage is a Wi-Fi solution that enables you to create location-specific captive portals to provide location specific experience to the user connecting to your WiFi network. This application also has a beacon feature that enables to you to detect the customers in your business premises and send notifications to them using the engagement rules. Organizations can push personalized content to visitors and customers on their mobile devices to create new opportunities for engagement and revenue.

The major functionalities of the WiFi Engage includes:

- [Enable to Display Captive Portals Based on Rules, page 1-2](#)
- [Function as a WiFi Beacon to Send Notifications, page 1-2](#)

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Enable to Display Captive Portals Based on Rules

The captive portal refers to the portal that appears for a user who accesses your Wi-Fi from a particular location with a specific Wi-Fi network ID (SSID).

The end users of this captive portal are internet users who connect to the Internet through Wi-Fi or mobile devices from a public Wi-Fi network at airports, malls, hotels, and so on.

The WiFi Engage enables you to create Captive Portal Rules that define the captive portals for various customers, locations, and period for an SSID. You can configure to display a captive portal based on the location, number of visits by the customer, type of customer, app status of the customer, and so on. The portal also serves as a gateway for visitors to gain internet access over Wi-Fi.

Function as a WiFi Beacon to Send Notifications

The WiFi Engage also functions as a Wi-Fi based beacon that facilitates you send appropriate information to your customers, who has a Wi-Fi enabled device, when the customer is in and around your premises. The beacon functionality enables you to reach out to your customers individually with different promotions and offers. You can remind the customers about the offers available for them and their membership details. You can also set to provide offers only in certain outlets.

You can configure to send the notifications using the Engagement Rules. The WiFi Engage enables you to send the notification when a customer connects to a Wi-Fi or when a customer is with in a beacon premises.

The WiFi Engage enables you to send the notifications in the following ways:

- SMS
- E-mail
- Push notifications using apps
- API notifications using the external applications

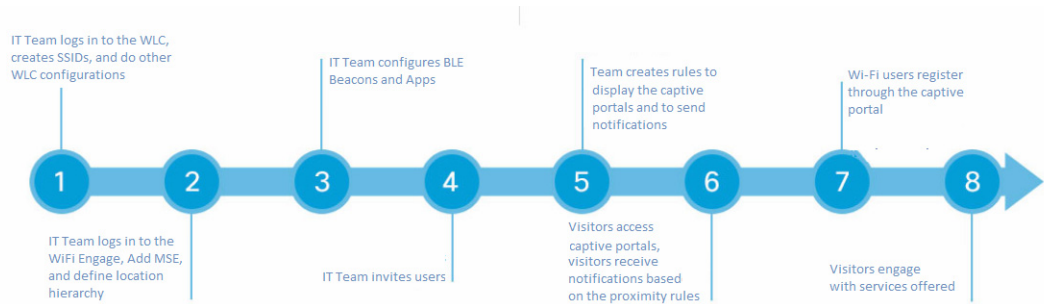
This document describes how to use the WiFi Engage with the CUWN.

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Process Flow

The process flow for the WiFi Engage is as shown in Figure 1-1.

Figure 1-1 Process Flow for the WiFi Engage



WiFi Engage License Packages

The WiFi Engage is available in three different license packages namely Base, Advance, and Enterprise. The features available for your account depends on the type of WiFi Engage license package you own.

System Requirements

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Table 1-1 System Requirements

Item	Supported Requirements
Operating System	<ul style="list-style-type: none"> Microsoft® Windows® XP or later Mac OS X 10.6 or later
Browser	Windows OS <ul style="list-style-type: none"> Internet Explorer version 9 or later Firefox version 30 or later Chrome version 34 or later Safari version 5.1.7 or later Mac OS <ul style="list-style-type: none"> Firefox version 30 or later Chrome version 34 or later Safari version 5.1.7 or later
WLC(CUWN)	8.0 or later
CMX	10.0 or later

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Defining the Location Hierarchy

This chapter describes the WiFi Engage features and how to setup the location hierarchy in the WiFi Engage.

- [WiFi Engage Features, page 2-1](#)
- [Defining the Location Hierarchy, page 2-2](#)
- [Creating Zones and Adding Access Points, page 2-4](#)
- [Creating Groups, page 2-4](#)
- [Defining Metadata for a Location Element, page 2-5](#)

WiFi Engage Features

The WiFi Engage enables you to do the following:

- Automatically detect and engage all smart phone users with or without an app in the Wi-Fi or BLE Beacon network.
- Create captive portals that is to be display to the users who connects to your Wi-Fi.
- Display different captive portals for various set of customers connecting to the same SSID using captive portal rules that has location, time, and user filters.
- Use the engagement rules with location, time, and user filters to engage with the required set of customers and business users through notifications.
- Create tags of customers using the powerful profile rule.
- Provide customer level loyalty programs and offers.
- Introduce immediate offers and programs based on the customer statistics in the premises.
- Send notifications only to a certain category of customers.
- Generate reports to analyze the customer engagement and captive portal usage.
- Create captive portals, proximity rules, and users for specific location elements such as campus, floor, or zone.
- Connect to multiple MSEs from the WiFi Engage simultaneously.
- Manage existing experience zones.

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Defining the Location Hierarchy

The WiFi Engage enables you create the same location structure you have configured in the MSE/CMX. For using most of functions of the WiFi Engage such as proximity rules, you must have the location hierarchy defined.

Each WiFi Engage customer is provided with a default customer name and this customer name acts as the top element of the WiFi Engage location hierarchy. You can add MSEs to the location hierarchy under this customer name. You can then import MSE campuses. When you import a MSE campus, its buildings and floors are also imported. You can create zones at building or floor level by grouping the access points. You can group the location elements at customer name, MSE, or campus level. You can also rename the customer name.

You can create proximity rules such as captive portal rule, engagement rule, and profile rule, and view maps, and users at customer name, MSE, group, campus, location, floor, or zone level. The number of proximity rules, maps, and users for each element in the location hierarchy are displayed against that particular element. For example, the number of proximity rules, maps, and users for a group are shown against that group in the location hierarchy.



Note

For a WiFi Engage account with existing experience zones, you can view and edit the experience zones for each location element from the location hierarchy.

To create the location hierarchy for your MSE, perform the following steps:

1. [Accessing the WiFi Engage, page 2-2](#)
2. [Adding a MSE Account, page 2-3](#)
3. [Adding a Campus to the MSE, page 2-3](#)

Accessing the WiFi Engage

Cisco provides the user credentials to each customer of the WiFi Engage.

To access the WiFi Engage, perform the following steps:

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

The WiFi Engage dashboard appears.

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Adding a MSE Account

To create the location hierarchy in the WiFi Engage, first you must add the MSE account of which you want to import the location elements to the location hierarchy. When you add a MSE, the WiFi Engage is automatically connected to that MSE. The WiFi Engage enables you to add multiple MSEs to the location hierarchy so that you can connect to multiple MSEs simultaneously.

To add a MSE, perform the following steps:

-
- Step 1** In the WiFi Engage dashboard, click **Manage Locations**.
 - Step 2** In the Locations page, click the **More Actions** icon at the far right of the customer name.
 - Step 3** Click **Add MSE**.
 - Step 4** In the Add MSE window that appears, perform the following steps:
 - a. In the Display Name text field, enter the name that must display for the MSE in the location hierarchy.
 - b. In the URL text field, enter the URL for the MSE account that you want to add to the location hierarchy.
 - c. In the User Name field, enter the user name to connect to the MSE account.
 - d. In the Password field, enter the password to connect to the MSE account.
 - e. Click **Add**.The MSE appears in the location hierarchy under the customer name.
-



Note

The WiFi Engage will not allow you to add two MSEs with the same access point.

You can add the MSE under the customer name, or under a group with the customer name. That is, if you are creating a group with the entire location elements including the customer name, you can add MSEs to that group.

Adding a Campus to the MSE

The WiFi Engage enables you to maintain the campus, building, and floor structure followed for the location hierarchy in the MSE. After adding a MSE to the location hierarchy, you can import its campuses, and the associated buildings and floors.

To import a campus and its associated buildings and floors to the location hierarchy, perform the following steps:

-
- Step 1** In the WiFi Engage dashboard, click **Manage Locations**.
 - Step 2** In the Locations page, click the **More Actions** icon at the far right of the MSE for which you want to add the campus.
 - Step 3** Click **Add Campus**.
 - Step 4** In the Add Campus window that appears, select the campuses that you want to add to the location hierarchy.

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The Add Campus window appears with all the available campuses for that MSE account. If you select a campus, its buildings and floors appears to the right of the campus.



Note If you do not want to add a particular building or floor of a campus to the location hierarchy, you can remove it by unselecting the corresponding check box. If required, you can add it to the location hierarchy any time later. For more information on adding a building to a campus or adding a floor to a building, see the Cisco WiFi Engage with CUWN Configuration Guide.

Step 5 Click **Add**.

The campuses added gets listed in the location hierarchy along with its associated buildings and floors.



Note In the CUWN, ensure that there is no duplicate for a building name under a campus.

Creating Zones and Adding Access Points

You can group the access points of a building or floor using zones. You can create the zones at building or floor level.



Note You cannot modify the access points for a floor.

To create a zone for a building or floor, perform the following steps:

Step 1 In the WiFi Engage dashboard, choose **Manage Locations**.

Step 2 In the Locations page, click the **More Actions** icon at the far right of the building or floor under which you want to create the zone.

Step 3 Click **Add Zone**.

Step 4 In the Add Zone window that appears, perform the following steps:

- a. In the Enter Zone Name Here text field, enter a name for the zone.
- b. In the Select Access Points area, select the check box for the access points that you want to add to the zone.
- c. Click **Add**.



Note When you add an access point of a building or floor to a zone, that access point will not be available for that building or floor. The access points added to a zone will not be available for other zones.

Creating Groups

You can group the MSEs or campuses in the location hierarchy. You can create a group even at the customer name level. You can also create sub groups under these groups. For example, you can group the Campus1 and Campus 2 under one group and Campus 3 and Campus 4 under another group.

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Grouping enables you to create proximity rules specific to that group.

To create a group for a location element, perform the following steps:

-
- Step 1** In the WiFi Engage dashboard, click **Manage Locations**.
 - Step 2** In the Locations page, click the **More Actions** icon at the far right of the customer name, MSE, or campus under which you want to add the group.
 - Step 3** Click **Create Group**.
 - Step 4** In the window that appears, perform the following steps:
 - a. Enter a name for the group.
 - b. Select the locations elements that you want to add under this group.



Note The location elements available for selection depends upon where you are adding the group in the location hierarchy.

- c. Click **Create**.



Note You can add more location elements to a group at any time. You can add only those location elements that are defined in the MSE/CMX.



Note To import the access points, the MSE must be publicly accessible. For a default CUWN installation, the ports 80 and 443 must be open.

Defining Metadata for a Location Element

The WiFi Engage enables you to define metadata for a location element using variables. You can define the metadata at customer name, organization, location, or floor level. You can also define metadata for groups and zones. You can use this metadata for filtering the locations when creating the proximity rules. For example, if you want to categorize your locations as corporate branch, division branch, and local branch, then you can define a location metadata with key as Branch and values as CB, DB, and LB respectively. Then, you can use this metadata to filter the locations when creating the proximity rules.

To define a metadata for a location element, perform the following steps:

-
- Step 1** In the WiFi Engage dashboard, click **Manage Locations**.
 - Step 2** In the Locations page, click the **More Actions** icon at the far right of the location element (MSE, campus, location, and so on) for which you want to add the location metadata.
 - Step 3** Click **Add/Edit Metadata**.
 - Step 4** In the Add Metadata window that appears, perform the following steps:
 - a. Click the + button.
 - b. In the Key text field, enter a name for the variable key.

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- c. In the Value text field, enter a value for the variable key.
 - d. Click **Save**.
-

**Note**

You can delete a location metadata by clicking the Delete button for that metadata.



Captive Portals and Proximity Rules

This chapter describes how to create a captive portal using the WiFi Engage, the various portal modules, and the proximity rules.

- [Captive Portals, page 3-1](#)
- [Proximity Rules, page 3-3](#)

Captive Portals

A captive portal is the user interface that appears when a Wi-Fi user is connected to an SSID. The WiFi Engage enables you create captive portals. You can enhance the portals using the various portal modules provided by the WiFi Engage.

- [Creating the Portals, page 3-1](#)
- [Portal Modules, page 3-2](#)

Creating the Portals

To create a portal, perform the following steps:

-
- Step 1** In the WiFi Engage dashboard, choose **Portal**, and click **Create New**.
 - Step 2** In the Portal window that appears, enter a name for portal in the Name field, and select the locations for which the portal must be available.
 - Step 3** 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](#).



Note To capture customer details to the WiFi Engage, ensure that you add a Data Capture module option in the captive portals through which the customers can register. The details of the registered customers are stored in the WiFi Engage database. The Data Capture module is available for the Hard SMS with Verification Code and Email authentication types.

- Step 5** Click **Save** to save the changes made to each module.
-

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Portal Modules

A portal is the user interface that appears when a Wi-Fi user is connected to an SSID. You can enhance the portals using the various portal modules provided by the WiFi Engage.

The following are the portal modules available in 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, e-mail, and Social Sign In.
 - **Data Capture**—Add an option to register to the WiFi Engage through the portal using this module. This module is available only if you choose the authentication type as “Hard SMS with Verification Code” or “Email”.
 - **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 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.
 - **Welcome Message**—Add a welcome message in the portal using this module..
 - **Venue Map**— Add a label and icon for the Venue Map using this module. The venue map is uploaded in the portal from the CUWN 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.
 - **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 customers are provided a text box to add the comments. It also lets you specify the e-mail addresses and subject for feedback.
 - **Help**—Add a help line number that the customer can contact for assistance using this module. You can customize the caption and icon for Help.
 - **Get Apps**—Add apps to the portal using this module. You can add appropriate caption and icon for each app using this module.
 - **Get Internet**—Add the external URL to which the customer can navigate from the Get Internet section in the portal. To navigate to this URL, the customer has to complete the authentication process configured.
 - **Add Menu Item**—Add customized menu items to the portal using this module. All the modules mentioned earlier are the 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 promotion. For each module you can add appropriate captions and images, and specify the URL to the promotion details. Promos are displayed as carousels.
-

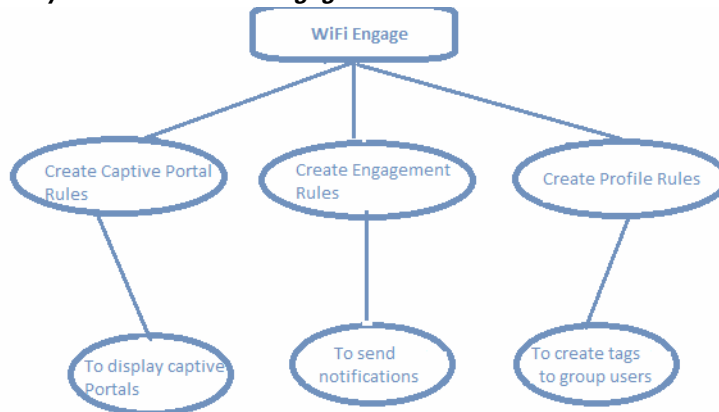
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Proximity Rules

The WiFi Engage enables you to create the following three types of proximity rules:

- **Captive Portal Rule** - To configure the captive portal that is to display to the customers who are connecting to a particular SSID from a particular location during a particular time. You can also configure to provide direct internet access or deny internet access to the customers on your business premises based on a Captive Portal Rule. This rule can also be used to create tags and sending customer details to an external API.
- **Engagement Rule**-To send notifications to the customers or business users when the customer is in your business premises.
- **Profile Rule** - To create tags that are used to group the customers. You can also use this rule to add additional customers to an existing tag or remove certain customers from an existing tag.

Figure 3-1 Proximity Rules in the WiFi Engage



Note

The Proximity Rules can be created only if the location hierarchy configuration is complete. For more information on creating the location hierarchy, see the [“Defining the Location Hierarchy”](#) section on page 2-2.

Captive Portal Rule

The Captive Portal Rule refers to the conditions based on which a captive portal is displayed to the customers who is connecting to a particular SSID.

Before defining the captive portal rule, you must first create the location hierarchy, import the SSIDs, create the tags, and create the portal that is to display for the captive portal rule. For more information on creating the location hierarchy, see the [“Defining the Location Hierarchy”](#) section on page 2-2. For more information, see the Cisco WiFi Engage with CUWN Configuration Guide.




Note

You must do certain configurations in the WLC such as creating ACLs, creating SSIDs, configuring the mode for access points, and so on. For more information, see the Cisco WiFi Engage with CUWN Configuration Guide.

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Creating a Captive Portal Rule

To create a captive portal rule to show a portal, perform the following steps:

-
- Step 1** In the WiFi Engage dashboard, choose **Proximity Rules > Captive Portal Rule**.
- Step 2** Click **Create a new rule**.
- Step 3** In the Rule Name text field, enter a name for the captive portal rule.
- Step 4** In the Sense area, perform the following steps:
- a. From the drop-down list after “When a user is on”, choose **WiFi**.
 - b. From the drop-down list after “and connected to”, choose the SSID for which you want to apply the rule.
-
-  **Note** The SSIDs are available for selection only if you have manually imported the SSIDs from the MSE/CMX.
-
- Step 5** In the Locations area, specify the locations for which you want to apply the rule.
- You can configure to show the portal for the entire location hierarchy, or a single or multiple MSE, campus, group, building, floor, or zone. For more information on creating the location hierarchy, see the [“Defining the Location Hierarchy” section on page 2-2](#).
- You can also filter the locations using the location metadata.
- Step 6** In the IDENTIFY area, specify the type of customers for whom you want to apply the rule.
- You can filter the customers based on whether the customer is an opted in or not opted in user, the tags the customers belong to, the number of visits made by the customer, and the status of the app in the customer’s device. You can apply all these filters or any of them based on your requirement.
- Step 7** In the Schedule area, specify the period for which you want to apply the rule.
- a. Select the Set a time range for the rule check box and in the fields that appear, specify the time range for which you want to apply the captive portal rule.
 - b. Select the Set a date range for the rule check box, and in the fields that appear, specify the start date and end date for the period for which you want to apply the captive portal rule.
 - c. If you want to apply the rule only on particular days, select the Filter by days of the week check box, and from the list of days that appears, click the days on which you want to apply the rule.
- Step 8** In the Actions area, choose the action to be performed when the conditions defined in the rule are met.
- You can configure to show a captive portal, provide direct access to internet, or deny access to the internet when the conditions defined in the rule are met. You can also create tags based on the rule, and send the customer details captured to an external API using the rule.
- Step 9** Click **Save**.
- The rule gets listed in Captive Portal Rules page.
- Step 10** Click the **Make Rule Live** button at the far right of the rule to publish the rule.
- The captive portal rule is published.

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Note

For detailed information on creating a captive portal rule see the Cisco WiFi Engage with CUWN Configuration Guide.

Engagement Rule

The Engagement Rule refers to the conditions based on which the notifications are sent to the target users. You can create the engagement rule for your customers and business users such as employees.

You can set the frequency at which the notification is to send. You can also define the criteria that must match to send the notification. You can configure to send the notification to a single customer or a group of customers in multiple locations.

For customers, you can send the notifications through SMS, e-mail, or app. For business users, you can send the notifications through SMS, e-mail, or an external API. For both customers and business users, you can configure to send the notifications based on the proximity of the customer to a BLE beacon or connectivity of the customer to an SSID. You can configure more than one notification type for a proximity rule, so that the customer gets notification in more than one format. This increases the probability of notifications to be noticed by the customer.

Before creating the engagement rule, you must define the location hierarchy and create the required tags that group the customers. You must also configure the BLE beacon and app, if required

- [Creating an Engagement Rule for a Consumer, page 3-5](#)
- [Creating an Engagement Rule for a Business User, page 3-7](#)

Creating an Engagement Rule for a Consumer

You can send the notifications to the customer as SMS, e-mail, app, or BLE notifications.

To define an engagement rule to send notifications to the customers, perform the following steps:


- Step 1** In the WiFi Engage dashboard, choose **Proximity Rules > Engagement Rule**.
- Step 2** Click **Create a New Rule**.
- Step 3** In the Rule Name text field, enter a name for the engagement rule.
- Step 4** In the Sense area, from the “When a user is on drop-down list, choose whether you want to send notifications based on the customer’s connectivity to the Wi-Fi or proximity to the BLE Beacon.
 - If you choose “WiFi”, you can configure to send the notification during any of the following scenarios: when a customer connected to the Wi-Fi enters the location, when a customer connected to the Wi-Fi leaves the location, or when the customer connected to the Wi-Fi is present at the location for a specified duration or at a particular time.
 - If you choose “Beacon”, you can configure to send the notification during any of the following scenarios: when a customer enters the beacon premises, when the customer leaves the beacon premises, when the customer is with in the beacon premises for a specified duration or at a particular time.



Note

If you choose “Beacon”, the notification is sent only if the customer’s bluetooth is ON.

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- Step 5** In the Locations area, specify the locations for which you want to send the notifications.
- You can configure to send notifications for the entire location hierarchy or single or multiple MSE, group, building, floor, or zone. For more information on creating the location hierarchy, see the [“Defining the Location Hierarchy” section on page 2-2](#).
- You can also filter the locations for the rule using the location metadata.
- Step 6** In the IDENTIFY area, specify the type of customers for whom you want to send the notifications.
- You can filter the customers based on whether the customer is an opted in or not opted in user, the tags the customers belong to, the number of visits made by the customer, and the status of the app in the customer’s device. You can apply all these filters or any of them based on your requirement.
- Step 7** In the Schedule area, specify the period for which you want to apply the rule.
- a. Select the Set a time range for the rule check box, and in the fields that appear, specify the time range for which you want to apply the engagement rule.
 - b. Select the Set a date range for the rule check box, and in the fields that appear, specify the start date and end date for the period for which you want to apply the engagement rule.
 - c. If you want to apply the engagement rule only on particular days, select the Filter by days of the week check box, and from the list of days that appears, click the days on which you want to send the notifications.
- Step 8** In the Actions area, perform the following steps:
- a. From the **Notify** drop-down list, choose **Notify Consumer**, and from the adjacent drop-down list choose any of the following:
 - Only Once- The notification is sent only once to a customer.
 - Once In- The notification is sent more than once to a customer based on the notification frequency specified. In the additional fields that appear when you choose this option, specify the notification frequency.
 - b. Select the Via App Push Notification check box, if you want to send the notification to the customers through the app as push notifications. From the drop-down list following the check box, choose the app through which the notification is to send. Also, include smart links in the following text using the variables provided.
-
-  **Note** To use the BLE beacons in the WiFi Engage or to send the push notifications, you must integrate the BLE Beacon or the app from which you want to send the notifications with the EMSP SDK. For more information on how to integrate BLE Beacon or app with the EMSP SDK, see the EMSP SDK documentation.
-
- c. Select the BLE Notification check box, if you want to send the notifications as BLE notification. Also, include smart links in the following text using the variables provided.
 - d. Select the Via SMS check box, if you want to send the notification through SMS. From the SMS Gateway drop-down list, choose the SMS gateway through you want to send the notification. In the Link field, enter the engagement URL that must appear in the notification. You can enhance your URL using the smart link option. Enter”\$” to view the parameters that you can add. You can also edit the content in the following text box to match your business requirements.
 - e. Select the Via Email check box, if you want to send the notification through e-mail. In the From Name field, specify the name that must appear in the e-mail, in the From E-mail ID field, specify the From e-mail ID that must appear in the e-mail, and in the Subject field, enter the subject for the

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notification e-mail. In the Link field, enter the engagement URL that must appear in the notification. You can enhance your URL using the smart link option. Enter "\$" to view the parameters that you can add. You can also edit the content in the following text box.



Note

The notifications by default contain the welcome back message with the First Name, and Last Name of the customer. You can edit the text in the message to match your business requirements. To view the parameters that you can add, enter "\$" in the message box or click the Add Variable button. For more information on the parameters that you can add see the Cisco WiFi Engage with CUWN Configuration Guide.



Note

If you opt for app notification, the SMS and e-mail notifications are not sent even if they are configured. In any case if the app notification fails, the SMS or e-mail notifications are sent, if configured.

Step 9 Click **Save**.

The rule gets listed in the Engagement Rules page.

Step 10 Click the **Make Rule Live** button at the far right of the rule to publish the rule.

The engagement rule is published.



Note

For detailed information on creating an engagement rule for a consumer see the Cisco WiFi Engage with CUWN Configuration Guide

Creating an Engagement Rule for a Business User

You can send the notifications to the business users such as employees through SMS, e-mail. You can also send notifications to an external API.

To define an engagement rule to send notifications to the business users, perform the following steps:

-
- Step 1** In the WiFi Engage dashboard, click the drop-down arrow for **Proximity Rules > Engagement Rule**.
- Step 2** Click **Create a New Rule**.
- Step 3** In the Rule Name text field, enter a name for the engagement rule.
- Step 4** In the Sense area, from the “When a user is on drop-down list, choose whether you want to send notifications to the business user based on the customer’s connectivity to the Wi-Fi or access to the BLE Beacon.
- a. If you choose “WiFi”, you can configure to send the notification during any of the following scenarios: when a customer connected to the Wi-Fi enters the location, when a customer connected to the Wi-Fi leaves the location, or when the customer connected to the Wi-Fi is present at the location for a specified duration or at a particular time.
 - b. If you choose “Beacon”, you can configure to send the notification during any of the following scenarios: when a customer enters the beacon premises, when the customer leaves the beacon premises, when the customer is with in the beacon premises for a specified duration or at a particular time.

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Note If you choose Beacon, the notification is sent to the business user only if the customer's blue tooth is ON.

- Step 5** In the Locations area, specify the locations for which you want to send the notifications.
- You can configure to send notifications for the entire customer name or a single or multiple MSE, campus, building, floor, group, or zone. For more information on creating the location hierarchy, see the [“Defining the Location Hierarchy” section on page 2-2](#).
- You can also filter the locations for the rule using the location metadata.
- Step 6** In the IDENTIFY area, specify the type of customers for whom you want to send the notifications to the business users.
- You can filter the customers based on whether the customer is an opted in or not opted in user, the tags the customers belong to, the number of visits made by the customer, and the status of the app in the customer's device. You can apply all these filters or any of them based on your requirement
- Step 7** In the Schedule area, specify the period for which you want to apply the engagement rule.
- a. Select the Set a time range for the rule check box, and in the fields that appear specify the time range for which you want to apply the engagement rule.
 - b. Select the Set a date range for the rule check box, and in the fields that appear specify the start date and end date for the period for which you want to apply the engagement rule.
 - c. If you want to apply the rule only on particular days, select the Filter by days of the week check box, and from the list of days that appears, click the days on which you want to apply the engagement rule.
- Step 8** In the Actions area, perform the following steps:
- a. From the **Notify** drop-down list, choose **Notify Business User**, and from the adjacent drop-down list choose any of the following:
 - Only Once- The notification is sent only once to a business user.
 - Once In- The notification is sent more than once to a business user based on the notification frequency specified. In the additional fields that appear when you choose this option, specify the notification frequency.



Note To use the BLE beacon, you must integrate the BLE Beacon with the EMSP SDK. For more information on how to integrate the BLE Beacon with the EMSP SDK, see the EMSP SDK documentation.

- b. If you want to send the notification through SMS, select the Via SMS check box. From the SMS Gateway drop-down list, choose the SMS gateways through which you want to send the notifications. In the To field that appears, enter the mobile number of the business user to whom you want to send the notifications. In the Link field, enter the engagement URL that must appear in the notification. You can enhance your URL using the smart link option. Enter”\$” to view the parameters that you can add. You can also edit the content in the following text box to match your business requirements.
- c. If you want to send the notification through e-mail, select the Via Email check box. In the From field, specify the From e-mail ID that must appear in the e-mail, in the “To” text field, enter the e-mail ID of the business user to whom you want to send the notification, and in the Subject field, enter a subject for the notification e-mail. You can also edit the content in the following text box to match your business requirements.

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- d. If you want to send the notification to an external API, select the Trigger API check box. From the Method drop-down list, choose the method for triggering API, and mention the required parameters. You can enhance the parameter values by adding variables using the corresponding Add Variable button.
- Get- If you choose this method, a Request Parameters text box appears where you can mention the request parameters.
 - Post Form- If you choose this method, a Form Parameters text box appears where you can mention the form parameters.
 - Post Json- If you choose this method, a Json Data text box appears where you can mention the json data.
 - Post Body Data-If you choose this method, a Post Body Data text field appears where you can mention the post body data.

In the URI text field, enter the URI for the API. You can enhance your URI using the smart link option. Enter "\$" or click the Add Variable button to view the parameters that you can add.



Note

The notifications by default contain the welcome back message with the First Name, and Last Name of the customer. You can edit the text in the message to match your business requirements. To view the parameters that you can add, enter "\$" in the message box or click the corresponding Add Variable button. For more information on the parameters that you can add see the Cisco WiFi Engage with CUWN Configuration Guide.

Step 9 Click **Save**.

The rule gets listed in the Engagement Rules page.

Step 10 Click the **Make Rule Live** button at the far right of the rule to publish the rule.

The engagement rule is published.



Note

For detailed information on creating an engagement rule for a business user see the Cisco WiFi Engage with CUWN Configuration Guide

Profile Rule

You can use the profile rule to create tags, add more customers to the existing tags, or to remove certain customers from an existing tag.

Before you create the Profile Rule, you must first define the location hierarchy, and configure the BLE beacon, if required.


Creating a Profile Rule

To create a profile rule, perform the following steps:

Step 1 In the WiFi Engage dashboard, choose **Proximity Rule**> **Profile Rule**.

Step 2 Click **Create a new rule**.

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- Step 3** In the Rule Name text field, enter a name for the profile rule.
- Step 4** In the Sense area, from the “When a user is on drop-down list, choose whether you want to add the customers to the tag based on the customer’s connectivity to the Wi-Fi or access to the BLE Beacon.
- a. If you choose “Wi-Fi”, you can configure to filter the customers for the tag based on any of the following scenarios: when a customer connected to the Wi-Fi enters the location, when a customer connected to the Wi-Fi leaves the location, or when the customer connected to the Wi-Fi is present at the location for a specified duration or at a particular time.
 - b. If you choose “Beacon”, you can configure to filter the customers for the tag based on any of the following scenarios: when a customer enters the beacon premises, when the customer leaves the beacon premises, when the customer is with in the beacon premises for a specified duration or at a particular time.
- Step 5** In the Locations area, specify the locations at which you want to apply the rule.
- You can configure to apply the rule for the entire customer name or to single or multiple MSE, group, location, floor, or zone. For more information on creating the location hierarchy, see the [“Defining the Location Hierarchy” section on page 2-2](#).
- You can also filter the locations for the rule using the location metadata.
- Step 6** In the IDENTIFY area, specify the type of customers that you want to add to the tag.
-
-  **Note** You can filter the customers to be included in the tag based on whether the customer is an opted in or not opted in user, the tags the customers belong to, the number of visits made by the customer, and the status of the app in the customer’s device. You can apply all these filters or any of them based on your requirement.
-
- Step 7** In the Schedule area, specify the period for which you want to apply the rule.
- a. Select the Set a time range for the rule check box and in the fields that appear, specify the time range for which you want to apply the profile rule.
 - b. Select the Set a date range for the rule check box, and in the fields that appear, specify the start date and end date for the period for which you want to apply the profile rule.
 - c. If you want to the rule to be executed only on particular days, select the Filter by days of the week check box, and from the list of days that appears, click the days on which you want to apply the rule.
- Step 8** In the Actions area, specify whether you want to create a new tag or include to or exclude from an existing tag the customers that are filtered by the rule.
- a. Click the **Add Tags** button.
 - If you want to add or remove the filtered customers from the existing tags, mention the tags to which you want to include the filtered customers and the tags from which you want exclude the filtered customers.
 - To add the customers that are filtered based on this profile rule to an existing tag, choose the **Add** radio button for the tags to which you want to add the customers.
 - To remove the customers that are filtered based on this profile rule from an existing tag, choose the **Remove** radio button for the tags from which you want to remove the customers.
 - You can create a new tag either by adding the filtered customers or by removing the filtered customers. In the New Tag field that appears, enter a name for the tag. Choose the **Add** radio button if you want to create a tag by adding the customers filtered based on the profile rule or choose the **Remove** radio button to create a tag excluding the customers filtered based on the profile rule. Click **Save**.

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b. After mentioning all the required tags, click **Done**.

Step 9 In the Create Profile Rule page, click **Save**.

The rule gets listed in the Profile Rules page.

Step 10 Click the **Make Rule Live** icon at the far right of the rule to publish the rule.

The profile rule is published.

**Note**

For detailed information on creating a profile rule see the Cisco WiFi Engage with CUWN Configuration Guide

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WiFi Engage Reports and Users

This chapter describes the WiFi Engage reports and various types of WiFi Engage users.

- [Reports in the WiFi Engage, page 4-1](#)
 - [WiFi Engage Users, page 4-2](#)
-

Reports in the WiFi Engage

The Report shows the details of the customer activities in the WiFi Engage enabled locations. It also shows the customer data you could acquire so far using the WiFi Engage. You can analyze the customer activities at various locations through the report to make the right business decisions.

The Reports window has the following three sections:

- **Customer Acquisition**-The Customer Acquisition report details the devices and customers that has completed the WiFi Engage authentication process and the devices that opted in for subscriptions. It also displays the customer profile details such as the male-female ratio and the top tags to which the customers belong to. In addition, the total number of e-mail IDs, phone number, names, and gender collected using the data capture form is also displayed.
- **User Activity**-The User Activity report displays the customer visit details such as daily average number of customers, daily average number of visits, dwell time range for various customers, average number of visits by unique customers, and so on.
- **Engagement**- The Engagement report shows the details of new devices and returning devices connected to the Wi-Fi on each day for the specified period. It also shows the most highly used menu items in the captive portal and the percentage of use for each menu item. In addition, this report also shows the total number of notifications sent to the customers and business users using various mediums such as SMS, e-mail, and so on.

To view the report, perform the following steps:

-
- Step 1** In the WiFi Engage dashboard, choose **Reports**.
The Reports window appears. The report that appears represent the data from the time you have installed the WiFi Engage.
- Step 2** In the Filter by area, choose the locations for which you want to view the report.
- Step 3** In the Date area, click the Edit icon, and specify the period for which you want to view the report.
- Step 4** Click **Apply**.

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The report for the specified locations and duration appears.

Step 5 To view a particular type of report, click the tab for that report.

For example, to view the customer acquisition report, click the Customer Acquisition tab.

WiFi Engage Users

The Account Admin user can add other users for the WiFi Engage, and grant the users the required admin rights. The users can be created for a particular location. 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 except user management on the specified location. For example, an admin user cannot invite a user to join the WiFi Engage.
- Portal Designer—This user has the access only to the Portal features of the WiFi Engage on the portals.
- AccessCode Manager—This user has the access only to create and manage access codes.
- Read Only Access—This user has the access only to view the WiFi Engage dashboard for the specified location. 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 **Team**.

Step 2 Click **Invite User**.

Step 3 In the Invite Users window, enter the following details:

- a. In the Email Address field, enter the e-mail address of the user to add.
- b. From the Access drop-down list, choose the access type to provide to this user.

Based on your selection, an additional field appears. The field is not displayed for Account Admin, AccessCode Manager, and Portal designer.

- c. Make necessary selection in the additional field as follows:
 - If you choose Admin or Read Only Access, the Choose Location field appears. Select the locations for which you want to provide access.
- d. Click **Send Invite**.



Note

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



Note

The AccessCode Manager option appears only if any experience zone exists for your WiFi Engage account.
