



Service Management

The CMX Dashboard interacts with the customers at the venue in two ways - services and messages. Services are the value-added offerings that attract the customers to the CMX Dashboard. Services are helpful to engage customers when they enter a venue. Messages help the enterprise in revenue generation. Messages are the ads, offers, and sponsorships.

The first step to create a service for an enterprise is to identify the appropriate service that the CMX Dashboard can offer to the customers.

Currently the CMX Dashboard offers the effective services such as hyper-local search, map, and deals.

The Admin user can configure the hyper-local search and map services in the CMX Dashboard. Admin user can also create additional services specific to a venue.

CMX Dashboard renders an engagement method as an icon on the CMX Dashboard tool bar on the browser on the customer's mobile device.

Hyper-local search

Hyper-local Search is in-built in the CMX Dashboard. The search icon is pre-loaded into the CMX Dashboard and cannot be changed by the user. The customer can enter keywords and the CMX Dashboard provides results that are specific to the venue.

Hyper-local Search service has been pre-configured to appear everywhere in the venue, and is not location-based.

The CMX Dashboard administrator generates the hyper-local search function using the data the users have uploaded in the system. When the admin user creates messages, advertisement, and accounts, the user can search for these services using keywords.

The customer can click one of the results and get the directions to a Point of Interest nearby. The customer can also click the URL link specific to a store for more information.



Note

If the customer clicks close without saving the information, the search results are lost.

Editing Hyper-local Search Appearance

To change the appearance of search icon, follow these steps:

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- Step 1** From the left hand bar menu, select Menu. In the right pane, Menu Categories group box appears.
- Step 2** Select Search. Click **Edit**. Add/ Edit Service group box appears.
In the Service Name:* text box, 'Search' exists by default.
- Step 3** If you want to change the appearance of search icon on the mobile device browser, choose the display style as either Grid or List.
The status of the search is Active, by default.
- Step 4** If you want to change the logo, click the icon in Choose Logo:*
- Step 5** Locate the image file from File Upload dialog box and click **Open**.
- Step 6** Click **Submit**.

Map

The maps are in-built in the CMX Dashboard.

The customer can use the maps to

- Find Me/ Locate self
- Locate a store

The CMX Dashboard guides the customer to find a way at the venue and prompts the directions to the point of interest.

The CMX Dashboard administration user must upload the map of the entire venue into CMX Dashboard database.

Editing appearance of map

To change the appearance of map, follow these steps:

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- Step 1** From the left hand menu, select Menu. In the right pane, Menu Categories group box appears.
- Step 2** Select Map. Click **Edit**. Add/ Edit Service group box appears.
In the Service Name:* text box, 'Map' is there by default.
- Step 3** If you want to change the appearance of map icon on the mobile device browser, choose the display style as either Grid or List.
The status of the map is Active, by default.
- Step 4** If you want to change the logo, click the icon in Choose Logo:*
- Step 5** Locate the image file from File Upload dialog box and click **Open**.

Step 6 Click **Submit**.

Deals

It is created by system on the basis of the deals that admin user has entered into the system. The deals appear on the CMX Dashboard indicating all the deals in the venue at the time.

Deals icon appears on the mobile device browser of the customer only if there are any deals active at any specific point of interest.

Editing Deals Appearance

To change the appearance of deals, follow these steps:

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- Step 1** From the left hand menu, select Menu. In the right pane, Menu Categories group box appears.
- Step 2** Select Deals. Click **Edit**. Add/ Edit Service group box appears.
In the Service Name:* text box, 'Deals' is there by default.
- Step 3** If you want to change the appearance of deals icon on the mobile device browser, choose the display style as either Grid or List.
The status of the deals is Active, by default.
- Step 4** If you want to change the logo, click the icon in Choose Logo:*
- Step 5** Locate the image file from File Upload dialog box and click **Open**.
- Step 6** Click **Submit**.

