

Cisco Connected Mobile Experiences for Retail



The Cisco® Connected Mobile Experiences solution personalizes the shopping journey for consumers using their own mobile devices in the retail environment. The solution engages consumers with relevant value-added content and offers—and does so in real-time, based on their in-store location. It captures and analyzes location analytics to give retailers with visibility into customer movement and patterns. This solution can help retailers improve operational efficiencies, enhance customer service, and increase revenue.

Challenges

Today's connected consumers are bringing their smart mobile devices into the store and using them while they are shopping to look up prices, find information, and post to social media. This has created challenges for retailers who want to connect with consumers to increase customer loyalty and drive sales. To build customer relationships and ultimately increase revenue, retailers must:

- **Engage customers:** Retailers need to find new ways to reach the growing audience of mobile shoppers. Gone are the days of passive marketing campaigns. Today's technologically savvy consumers want relevant content, information, and services delivered directly to their mobile devices based on their personal preferences.
- **Understand customer behavior:** Today's retailers are quite successful at attracting customers to their stores, but they often lack insight into the customer's behavior while in the store. Understanding fluid customer shopping patterns is key to addressing customer needs and improving operations.

Solution

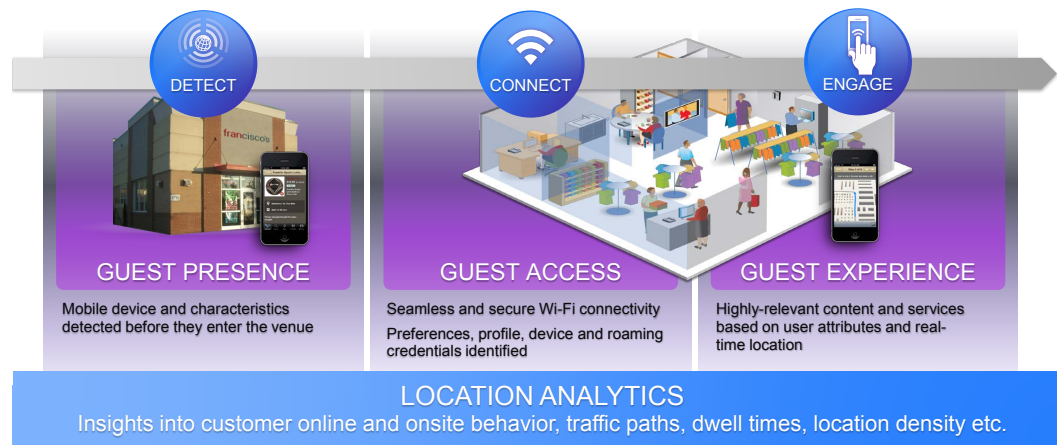
Cisco Connected Mobile Experiences for Retail allows retailers to simultaneously provide consumers with highly personalized content and gain visibility into their behavior in the store. This solution detects in-store, Wi-Fi-enabled devices, prompts customers to connect to the wireless network, and engages them with value-added content and offers. Now, retailers can deliver an enhanced shopping experience and benefit from operational control that includes:

- **Location-based services:** Use signals from Wi-Fi-enabled devices to detect each customer's location and provide them with wayfinding capabilities, including store mapping information and turn-by-turn directions. Deliver location-based product information, offers, and ads to the consumer's device, with an option for a customized store loyalty app.

- **Targeted advertisements:** Meet customer needs and preferences with personal and contextual offers that are based on the customer's shopping patterns and recent search terms. Present real-time, browser-based advertisements that align with shopper's interests and their location in the store.
- **Seamless, secure Wi-Fi onboarding:** Support easy opt-in and seamless onboarding of the consumer's mobile device while maintaining corporate security policies. With a simple touch of the screen, shoppers can receive controlled access to the in-store Wi-Fi network.
- **Advanced analytics:** Gain insights into customers shopping patterns and trends through location analytics gathered from their mobile device signals. Detailed reports can provide retailers with valuable information on dwell times, traffic patterns, new versus repeat customers, and conversion rates on marketing campaigns. Data analytics can be used to drive operational efficiencies and improve customer service.

Figure 1 summarizes the Cisco Connected Mobile Experiences engagement process.

Figure 1. The Cisco Connected Mobile Experiences Solution





Technology Overview

Connected Mobile Experiences (CMX) is a Wi-Fi solution with location data to provide a rich set of business analytics and customer engagement applications, including:

- **CMX Analytics:** Insight into how, where, and when customers and visitors are moving throughout a venue
- **CMX Engagement:** Local services, marketing, wayfinding, indoor navigation, advertising, and communication tools for revolutionizing customer and visitor experience using multiple mobile media within a venue

Why Cisco?

Cisco is the trusted partner for retailers of all sizes worldwide. Cisco is a proven innovator and leader in converged data, voice, and video solutions. We are committed to delivering the solutions you need to accelerate business operations, reduce expenses, and increase business agility. With a Cisco Intelligent Network, you can deliver superior consumer experiences, optimize employee productivity, enforce data security as well as physical security, and maintain a cost-effective technology infrastructure.

For More Information

Read more about Cisco Connected Mobile Experiences for Retail: www.cisco.com/go/retail/cmxc

Read more about Cisco Mobility Services Engine (MSE): www.cisco.com/go/mse

