Cisco Connected Mobile Experiences for Hospitality

The new Cisco® Connected Mobile Experiences solution is built on Cisco Unified Access infrastructure and uses the Advanced Location Services in the Cisco Mobility Services Engine to personalize the guest mobile experience and engage the guests through their own mobile devices. Location services further contextualize the guest engagement and service based on context, allowing the guest to interact with the property based on where they are located. In addition, location analytics are captured and can be analyzed to provide greater visibility into visitor movement and patterns.

Challenges

As the number of mobile devices carried by hotel guests increases, and as data usage in indoor locations grows exponentially, hoteliers are challenged with providing reliable connectivity for their guests. In addition, guests often experience inconsistent Wi-Fi that may involve many manual steps to connect; the Wi-Fi in many hotels is not designed to support new mobile devices. More hoteliers are also looking for ways to encourage the use of hotel apps on the premises to increase customer loyalty as well as advertising. Hoteliers need to deliver next- generation, location-based mobile services to their guests.

Benefits

The Cisco Connected Mobile Experiences solution offers many benefits and new ways for hoteliers to interact with guests who carry wireless smartphones or tablets.

- **Indoor location-based services:** Mobile applications provide wayfinding capabilities for guests displaying "turn-by-turn" directions and indoor mapping information throughout the property. Location services can also provide contextual information to deliver more personalized and relevant services to guests exactly when they need it.

- **Targeted location-based messaging:** Hoteliers can deliver personalized messages, based on current location, to the user's smartphone or tablet. For example, guests in a restaurant can find the menu and restaurant information.

- **Integration with other hotel systems and app usage:** Integration with other systems opens up a range of additional scenarios. For example, hotel guests can use the loyalty app to change their itinerary and make mobile purchases that can be posted back to the hotel guest folio in the Property Management System (PMS). In addition, apps built with the Cisco Mobile Concierge SDK can prompt the guest to launch the loyalty app when connecting to the network.

- **Advanced analytics:** Detecting and anonymously tracking W-Fi signals from guest devices also provides hoteliers with visibility and analytics into guest flow and behavior that can be useful to improve the guest experience. For example, advanced analytics shows how guests move throughout the property in social groups as well as dwell times in public spaces or in amenity areas. You can use data analytics to drive operational efficiencies or improve customer service.

- **Automatic wireless connection:** Cisco Connected Mobile Experiences allows users to automatically connect to the dedicated guest wireless network. The connection is tailored to the type of device the guest is using and also provides personalized content and network bandwidth in relation to the guest's loyalty level or as an additionally paid-for service.

Technology Overview

Cisco Connected Mobile Experiences uses Unified Access infrastructure and capabilities that are a part of the Cisco Mobility Services Engine (MSE). Cisco MSE is enabled by the Cisco Advanced Location Services license, which includes the Location Analytics feature.

- Location Analytics provides real-time location analytics along with historical trends, enabling greater visibility into hotel guest movements and patterns through trending data.

- Mobile Concierge is what enables hotels and resorts to engage users through a native app on a smartphone. It also includes the Mobile Concierge SDK, an easy-to-use kit for developing applications and services that use the MSE and that provide content that is highly personalized.

For More Information

www.cisco.com/go/hospitality

www.cisco.com/go/cmx

www.cisco.com/go/mse