Connected Mobile Experiences for Hospitality

The Cisco® Connected Mobile Experiences solution is built on Cisco wireless infrastructure and uses the CMX license in the Cisco Mobility Services Engine (MSE) to personalize the guest mobile experience and engage guests through their own mobile devices. Location services further contextualize the guest engagement and service based on context, allowing guests 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 establish a connection; 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 and contextual offers, based on a guest's current location, through the user's loyalty app or mobile browser. They can present real-time, mobile notifications that align with guests' interests and their location in the venue. 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 or browser to change their itinerary and make mobile purchases that can be posted back to the hotel guest folio in the Property Management System (PMS).

- **Advanced location analytics:** Detecting and anonymously tracking W-Fi signals from guest devices also provides hoteliers with visibility into and analytics on guest flow and behavior that can be useful to improve the guest experience. For example, advanced analytics show 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 increase 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 service available at an additional cost.

Technology Overview: Connected Mobile Experiences

CMX uses location data from the Cisco Unified Access™ infrastructure and Cisco MSE to create detailed business analytics and customer engagement applications, including the following technical features:

- **CMX Connect:** This location-enabled captive portal enables you to create a custom onboarding and landing experience for your customers and better understand visitor behavior while in the venue. Web or social authentication enables easy onboarding to the Wi-Fi network.

- **CMX Analytics:** Onsite analytics show you how, where, and when customers and visitors are moving throughout a venue. Online analytics show you top visited websites and metrics for online mobile promotions. Social analytics gives you demographic information on customers who have checked into the venue.

- **Mobility Services API:** This open API with support for representational state transfer (REST) and Simple Object Access Protocol (SOAP)/XML enables customers and partners to tightly integrate MSE location information into mobile applications, such as location-aware equipment tracking, guest access, device-based services (CMX Device Engage), browser-based services, mobile apps (CMX App Engage), online and onsite analytics, social analytics, and ads and offers.

- **CMX Dashboard:** This location services management tool enables organizations to build and measure context-aware, targeted marketing campaigns. They can view authentications, browser campaign adoption (click-throughs) by particular zones, device types, top websites visited per zone, and more.

- **CMX for Facebook Wi-Fi:** Use Cisco Wi-Fi and a software connector to enable end users to automatically connect to the Wi-Fi network and "check in" to the venue's Facebook profile to enable valuable demographic information as well as an enhanced user experience.

For More Information

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