

Cisco Interactive Services Solution: Creating Engaging and Immersive User Experiences



Customer Experience in a Digital Era

Technology is changing customer engagement models across industries in an era of ubiquitous networks and new digital media. Customers increasingly have new options to get information and make buying decisions. To engage customers effectively and capture revenue, enterprises have to provide a compelling user experience and relevant information and services anytime, anywhere.

Self-service options have become the norm across industries such as: retail, financial services, and health care. Public agencies also must provide effective self-service options, especially transportation agencies that offer updated travel or route information, including alerts to citizens. Economic challenges are forcing agencies to consider expanding revenue opportunities through advertising and similar services.

Digital advertising and new digital media provide opportunities to increase revenue through cross-selling, up-selling, advertising, and increased customer awareness. However, effective and consistent management and deployment of new digital media is cumbersome, especially for standalone systems that cannot be managed remotely.

Communication and collaboration are also becoming important components of new digital media deployments. However, deployment is fraught with challenges.

Disparate systems for different types of information (such as travel or product information, advertising, and employee information) increase management and operational complexity and provide inconsistent experiences. Disparate systems also increase operational costs and reduce reliability.

Finally, the lack of a **comprehensive and scalable management platform** along with the lack of **network capabilities** inhibits the delivery of relevant content and information to end users and also creates complexity in content creation for multiple systems.

Cisco Interactive Services Solution

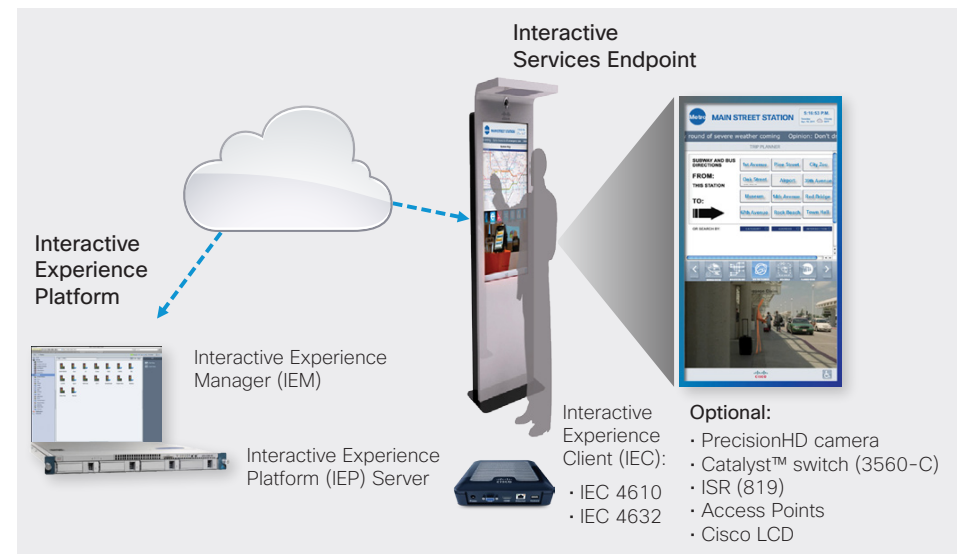
The Cisco® Interactive Services Solution addresses these challenges by allowing enterprises and government agencies to take full advantage of the power of the network to deliver cloud-managed interactive digital media to support a compelling end-user experience, engage new and existing customers, and capture new sources of revenue. The solution (Figure 1) is the latest addition to Cisco Digital Signage, building on Cisco's

leadership in digital signage and video technology and bringing together a portfolio of digital media and networking technologies in an integrated solution.

The Cisco Interactive Services Solution combines web-based content and applications for touch screen, interactive, and video collaboration along with easy-to-use remote management capabilities and cloud-based deployment capabilities, which are unique and scalable. The solution supports real-time collaboration experiences such as high-definition video concierges or remote experts for extensive live interactions with customers and citizens, in multiple languages.

The network architecture for the Cisco Interactive Services Solution supports mobility, collaboration, and digital media to deliver a comprehensive set of services and a scalable platform. The solution allows reuse of existing web content on multiple, interactive form factors, greatly reducing the time and cost to deploy new content and applications.

Figure 1. Cisco Interactive Services Solution: Communication and Interaction





Engaging and Interactive Experiences

Retail

- Provide a complete product catalog in store and online, including internal or third-party products and promotions
- Enable in-store ecommerce by reusing existing web-based applications and content
- Provide on-demand employee training and communications
- Save costs and resources with remote expert advice

Financial Services

- Bring on-premise online and virtual banking services
- Provide timely and relevant information on available products and services, rates, including Partner or internal promotions on new offerings
- Provide virtual agent or expert services and save costs

Public Transportation

- Provide up-to-date travel information to passengers, including trip planning and route information
- Display rich media, interactive digital advertisements to generate new sources of revenue
- Save costs and provide timely help through a virtual Station Agent with two-way video

Benefits

1. Increase customer retention by improving customer and user experience

- Deliver engaging and interactive content and information in real time
- Provide consistent end-user experience across multiple endpoints
- Transparently transition from self-service to assisted services through video collaboration

2. Reduce costs with increased operational efficiency in customer and business processes

- Remotely manage hundreds of kiosks, including content upload and policy deployment
- Reuse existing web content and applications
- Increase utilization of resources and personnel

3. Increase revenues with new and high-impact digital experiences for customers

- Improve advertising revenues through effective use of interactive spaces and digital media
- Up-sell new and complementary products and services
- Provide an “endless aisle” of complete product or services offerings, similar to online stores or banks

Cisco Interactive Services Solution Components

The Cisco Interactive Services Solution combines interactive and non-interactive digital signage and kiosks, an integrated management platform, collaboration services, and integrated network architecture to deliver a full set of customer engagement services, built on a platform that can quickly and efficiently add new applications over time.

Major components include:

- Cisco Interactive Experience Client: The Cisco Interactive Experience Client 4600 Series (IEC4600, including models 4610 and 4632) are robust, configurable, and remotely manageable web computers designed for public venues and web-centric computing. The client is easy to deploy, upgrade, and use. The specially-designed web browser offers delivery of highly reliable, embedded kiosk and digital signage applications.
- Cisco Interactive Experience Manager: This comprehensive, user-friendly management platform provides remote configuration, monitoring, and workflow automation of policy deployment across interactive and non-interactive signage. The manager offers reuse of existing web applications.
- Cisco Interactive Experience Platform Server: The Cisco Interactive Experience Manager (IEM) is preinstalled on a dedicated Cisco Unified Computing System™ (UCS™) server to facilitate installation.
- Cisco Borderless Network Architecture: The Cisco Borderless Network architecture allows organizations to connect anyone, anywhere, anytime, and on any device, securely, reliably, and seamlessly. The architecture supports advanced network capabilities including mobility, application delivery, multimedia, and security.

For More Information

Cisco Interactive Services Solution: <http://www.cisco.com/go/dms>.