

Mobile Innovation: Transforming Customer Expectations

Customer service is no longer enough. Customer *experience* is the new benchmark.

Managing a customer's end-to-end journey is essential in today's always-connected, mobile environment. According to a September 2013 [Harvard Business Review](#) article, "The Truth About Customer Experience," perfecting a single touchpoint, like customer service, is no longer propelling the business value that we've seen in years past. Instead, customer experience defined as "cumulative experiences across multiple touchpoints and in multiple channels over time" is the new way to measure satisfaction and help increase revenue.

This customer experience movement is happening now, and is manifesting quickly across various industries. Connected sales teams are coming out from behind a counter to reach potential customers in new, personalized ways. Customer services representatives depend on mobility solutions to access new information and answer questions in real time through a phone call, text, email, and videoconference. Health professionals take advantage of new mobility solutions to have the right information at the right time, promoting efficiency from the admitting desk to the operating room floor. It's clear that, now more than ever, connections are bringing together people, process, data, and things to influence business transformation.

The Next Wave of Mobility

Businesses already rely on the wireless (Wi-Fi and cellular) network to connect employees and devices. Increasingly, customers on premises expect to have secure connectivity there as well—whether they are scanning through their LinkedIn news feed, checking their email, looking up information on the web, or using an app. The benefit to businesses is they can now use consumer wireless connectivity to provide a window into their real-time locations and behavior – information that can be used in powerful ways.

Rather than simply providing an Internet connection, the next wave of mobility will require organizations to use an intelligent infrastructure to create personalized, pervasive experiences.

Through location-based services, the potential for businesses to get closer to customers, foster engagement, build brand loyalty, and create new revenue streams in a secure and managed environment is limitless. For example, organizations can:

- **Provide contextual, location-based content** – Businesses will use "geofencing" applications for customers connected to their wireless network. These applications track customer movements and will trigger the sending of content and product offers to them as they move through specific locations or zones. For instance, a retailer can identify customers near a specific department or display and send promotional offers to the customer's web browser, app, or even SMS. This tailored information can be stored for future promotions or when a customer is in the store again.
- **Access advanced Wi-Fi-based location analytics** – Transform raw location-based data into powerful analytics to better estimate movement patterns while customers are in a specific building or within range of Wi-Fi capabilities. For example, for airports needing to differentiate arriving from departing passengers, this

Designed for Success

Providing Wi-Fi to customers is an extension of an organization's brand, so creating a flawless experience is vital. A customer-facing mobility solution should consider the following:

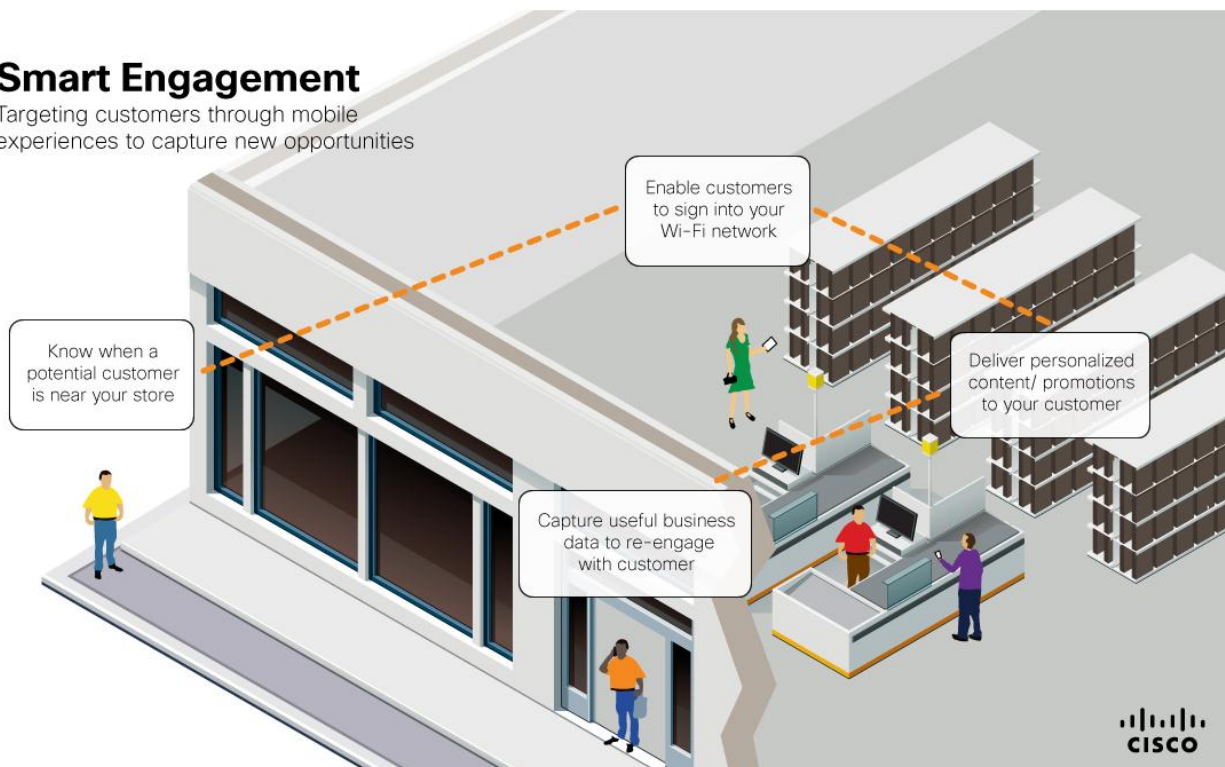
- There will likely be more clients per access point (especially during busy seasons) so capacity and performance are important.
- Customers will be more mobile as they move around the venue, so a mobility solution should include a higher density of access points and fast roaming (transparently moving from one access point to another).
- A mobility solution should have the ability to find and fix problems like radio frequency interference as quickly as possible.
- A mobile experience should be engaging, so it should be optimized for video, rich media, and interactivity.

information can be deduced by understanding the order of movement between the air-side and land-side areas of the terminal. Many more such logical tags can be assigned to provide a secure and controlled way of monitoring common paths travelers take and even predict movement behavior based on flight delays and cancellations to streamline efficiency and avoid congestion.

- **Engage customers with loyalty programs in real time** – Bridge the gap between the online world – characterized by fine-grained analytics describing customer preferences and trends – and the brick-and-mortar experience. For instance, a hotel can offer their guests special prices or promotions when they are using the hotel's app during their stay, based on their profile and past history. The possibilities don't stop there. A guest's preferences from preferred room temperature to favorite room service meals can be saved and used to enhance future stays.
- **Augment the in-venue experience** – A wireless infrastructure can enhance the physical experience of the customer or end user. Opt-in "wayfinding" applications, for example, provide interactive maps that help customers and visitors find what they are looking for more quickly and access additional information and services relevant to a specific location. A museum could give visitors an interactive map of exhibits on their smartphones, with the ability to access information and multimedia about specific exhibits as they pass them. In addition, Focus Aware Mobility, which combines traditional GPS-location awareness with data on where mobile users are aiming their smartphones, will also influence the next evolution of customer experience by providing in-venue, location-based sharing capabilities for multiple users. Concert or sporting event venues can enable simultaneous viewing and social sharing of an event customer to customer. In turn, businesses can measure reactions and behavior of audiences in real time.

Smart Engagement

Targeting customers through mobile experiences to capture new opportunities



These emerging mobile capabilities can be used in a variety of industries to detect, connect, and engage with customers, as illustrated in Table 1.

Table 1. Mobility Use in Different Industries

Industry	Detect	Connect	Engage
Retail	Know how many people are in your store at various times; assist with staff planning and scheduling to ensure you don't waste expensive resources.	Shoppers are encouraged to sign into the Wi-Fi network using portals throughout the store, giving them a better way to determine what's available on each floor.	Deliver specific user content to a device based upon location to greatly enhance the visit or offer targeted promotions to the user.
Transportation	Enable traffic optimization of subway, airport, rail, or bus networks and reroute passengers around bottlenecks.	Travelers can check in on Facebook and receive a Wi-Fi connection to view transportation schedules in real time.	En-route navigation information informs passengers of their connection to the next transportation link or how to navigate between terminals for connecting flights.
Education	<ul style="list-style-type: none"> Discover where students congregate and when places are crowded. Location-based services enable alerts when potential overcrowding occurs. 	Students are enabled to join a Wi-Fi network anywhere on campus to see a map of the university and other critical information.	Personalized campus tours with location-based information and insights provides students and visitors information such as key points of interest, little-known facts, and more.
Hospitality	Understand where people are congregating for crowd-moving and pushing to outlet sales (for example, restaurants, bars, etc.)	Guests can connect to the Wi-Fi network using portals throughout the venue to see nearby restaurants, bus schedules, shopping malls, etc.	Deliver targeted information or promotion to guests through a mobile device, such as a conference schedule
Cities	Optimize local services and send alerts about traffic jams or accidents to authorities.	Citizens are empowered to log in to their local Wi-Fi network through social channels to better understand what is available in their area.	Location-based services provide community members real-time street navigation to points of interest and more.

An Intelligent Approach to Connected Mobile Experiences

As organizations seek to meet new customer experience demands and the number of mobile devices grow to match the world's population, businesses must create an [intelligent experience](#) across wired, Wi-Fi, and cellular networks, without compromising the network. This can be accomplished by taking advantage of both [Connected Mobile Experiences](#) (CMX) and [Small Cells](#) to support an architecture built to reach customers in a secure and efficient way. Both solutions can work together and separately to deliver a customized solution to best meet business needs.

At MGM Resorts, this holistic approach created a more immersive and personal experience for each and every guest. The MGM Resorts Bellagio app uses a Cisco® Wi-Fi network and CMX solution to allow guests to search the property's amenities—dining, shopping, and entertainment—and take advantage of location-based services for turn-by-turn directions to onsite points of interest.

In addition, Cisco worked with MGM Resorts' service provider, Mobilitie, and an app partner to link the mobile app, context-aware services, and wireless connectivity experience together to increase guest satisfaction, meet the demands of their convention center customers, and unleash new revenue opportunities.

This collection of tools and services are essential as businesses prepare for the future of mobility. According to Paul Mankiewicz, Chief Technology Officer of the Cisco Mobile Internet Technology Group and a [Big Thinker](#) for Small Cell technology, “The user experience has to be seamless so that users won’t know whether they are on a Wi-Fi, a licensed Small Cell, a Macro Cell, or even some futuristic Bluetooth connection.” A customized network solution like [Cisco Connected Mobile Experiences](#) (CMX) can enable the best possible user experience.

The Future of Mobility

With mobility’s quick expansion, today’s approach to mobility must be more comprehensive than that of the past. Organizations must find ways to do more for their customers in order to take advantage of this massive mobility progression—all made possible with high-performance, high-intelligence solutions that open new business models and create better experiences.

The future of mobility will move well beyond phones and tablets. Anything that can move will be a point of connection – cars, buses, trains, planes – and individual consumer goods that are part of a bigger shipment moving across the country in a truck. The advent of wearable technology is also changing how we think about mobility. Smart watches, connected eyeglasses, and electronic tattoos are just some of the recent innovations that are redefining what it means connected.

In response to these new connected things, Cisco Chief Futurist, Dave Evans, has said, “It’s not actually the “things” that create the value, it’s the *connections* among people, process, data, *and* things – or the Internet of Everything—that creates value.” While it’s certain new devices and objects will become more connected, the value lies in making these connections work together. How will organizations use these new connections to create a better customer experience?

In the future, we might see how a wearable, mobile-enabled device connects patients with life-saving medical care. Or we may see how educators bring more mobile devices into classrooms to easily merge an in-person and online educational experience.

Conclusion

How can you promote an immersive customer experience through mobility?

For the future to become a reality, developing a comprehensive mobile strategy will be key. It’s an approach that requires more than running the business as usual. From using mobility-enabled, location-based services to empowering a mobile workforce, the right strategy can reap rewards for years to come.

For More Information

To learn more about the Cisco solution for mobility, visit <http://www.cisco.com/go/mobility>.

Connected Mobile Experiences (CMX) for Facebook Wi-Fi

Provide customers a quick and simple way to access free Wi-Fi by checking in on Facebook. This solution uses the Cisco wireless network, location-based analytics, and Facebook’s demographics to help organizations better understand their consumers.

How can social sign-on features for wireless networks transform the customer experience? For example:

- A restaurant can know what types of food a guest prefers based on a guest’s “About” section or other pages “liked” on Facebook.
- A retail store can see if customers “like” competitors’ Facebook pages, and can tailor promotional content accordingly.
- A hotel can deliver personal marketing campaigns by taking advantage of location-based information guests share online.



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