

# Create Unique Shopping Experiences

Cisco Customer Mobile Experience



## Benefits

- **Recognize** and engage customers
- **Push context-relevant information** in real time
- **Gain insight** into store paths and customer behavior
- **Integrate with other systems** such as CRM and loyalty program

## It Starts with Understanding Your Customers

Seventy-five percent of shoppers use their mobile devices while shopping in stores, and twenty-five percent of these shoppers purchase on their mobile device while in the store (InReality study, 2015).

Today's consumer purchasing journey involves multiple steps, many of which are now being captured, digitized, and transformed into metrics and data. Every shopper engagement, inventory movement, and promotion leaves a data trail providing opportunities for new capabilities, both from historical data and real-time information, to support decisions across the business. The result is a shift from how to acquire the data to how to extract insights from it— insights that can be turned into differentiation and competitive advantage for the retailer and a better shopping experience for your customers.

## Build Smarter Mobile Experiences

Your customers expect more mobile, immersive, and personalized experiences. With Cisco Customer Mobile Experience, you can quickly create and deploy context-aware experiences that engage people on their mobile devices. This helps you build stronger customer connections, implement new business models, and increase revenue opportunities.

For example, a customer walks into your store. His mobile device is automatically detected and connected and you send him a welcome message. He sees sales items and promotions based on his previous shopping behavior. A map helps him navigate the store. The store manager can track product interests and browsing patterns to create and send specialized and targeted information directly to him on his device or the digital displays in aisle.

**With the Cisco Connected Mobile Experience you can** make this engaging customer experience reality. Enhance your customers' shopping experience even if they don't download your app. You can engage shoppers with voice and video while they are on your in-store network. At the same time you can track customer demographics and interests for targeted ads and promotions. The store manager can test new store layouts with more precision and track product interests and browsing patterns to understand customer needs better and help store associates be more effective.

We help you define and deliver a mobile strategy that backs your business goals and initiatives. We can also integrate your app into multiple enterprise back-end systems, including our Intelligent Contact Center, so you have a 360 degree view of your customer interactions, and can deliver a consistent user experience.

### Next Steps

Let us help you define and launch a winning mobile strategy for your business so you can tap a new source of shopper data, field test new store layouts and reimagine the customer experience.

For additional information, visit [Cisco Customer Mobile Experience](#).

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“Knowing our customers is key to being able to engage and inspire them. We have the ability to capture their activity online, but understanding their behavior in the store is key to our multichannel leadership strategy.”

– [Andy Beale](#), Head of Digital and MultiChannel Development  
F&F Clothing, Tesco

