Enabling Innovative Guest Interactions

Cisco Customer Mobile Experiences for Hospitality

Benefits

- Recognize and engage guests.
- Gain insight into purchasing paths and behaviors.
- Push personalized information in real time.
- Secure personal and business data completely.
- Integrate with operations systems and applications

Mobility Has Become a Necessity

In a world where three-quarters of the population uses a smartphone, once nice-to-have mobile services are becoming necessities for the hospitality industry. Hotels, casinos, cruise lines, and other resorts are looking for new ways to deliver next-generation mobile services that delight their guests.

As a result, almost 40 percent are investing in customer-facing mobile solutions, and almost 40 percent of these businesses are preparing to implement more bandwidth (Lodging Technology, 2015). New capabilities include innovative on-premises loyalty applications, as well as providing a new platform for services and advertising. These new applications also enable powerful analytics capabilities, capturing, digitizing, and transforming traveler data into essential insights.

Build Relationships Through Mobile Experiences

Today's travelers expect an experience that is both immersive and personalized. With Cisco® Customer Mobile Experience (CMX) and Enterprise Mobile Services Platforms (EMSP) solutions for hospitality, you can quickly create and deploy context-aware experiences that engage customers on their mobile devices.

For example, two new hotel guest approach the front desk to check in. The wireless signal from the device's characteristics is automatically detected as they sign in. At the same time, after the end-user customers receive notification of available Wi-Fi access and services, they can securely connect to your property's maps, shopping, services, local entertainment, loyalty programs, and other services.

From that moment, every engagement, inventory movement, and promotion leaves a data trail providing opportunities, based on both historical data and real-time information, to support outreach and decisions across the business. By drawing on the visitors' online activities and your own CRM records insights that can be turned into differentiation and competitive advantage for you and a better experience for your customers. For example, Cisco solutions can continue to personalize relationships by presenting customers with personalized content, such as discounts, restaurant recommendations, digital gambling tokens, or free tickets. Now, a new level of understanding about your customers is available to you.

Cisco helps you define and deliver a mobile strategy that backs your business goals and initiatives. Such a strategy helps you build stronger personal connections, optimize operations, and increase revenue opportunities through a real-time, value-added relationship with every guest.

Next Steps

Let us help you define and launch a winning mobile strategy for your operation, helping you tap new sources of customer data, implement innovative services, and reimagine the travel experience. For additional information, visit www.cisco.com/go/hospitality.

"The features and the uniqueness of the guest experience that is now evolving at the T-Mobile Arena is unlike anything anywhere else in the world."

— **Randy Dearborn**
VP, Media Technology
MGM Resorts International

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