



# Getting museum visitors naturally coming back for more

The Natural History Museum is moving towards a better visitor experience to encourage deeper engagement. Now, at every stage, wireless and smart analytics offer informational value to help build customer relationships.

“It’s the perfect way of supporting the visitor experience, helping them navigate a complex building and providing layers of additional content to enrich their visit.”

Emily Smith, Head of Audience Development, Natural History Museum

Nothing is worse than going to a museum and missing the complete picture, or the very thing you went to see. Or being unaware of something else that would have been exciting to learn about. Museums know that visitors are looking to soak in as much knowledge as they can on different subjects. Social media-friendly wireless apps can provide context-sensitive information to any visitor.

## Challenges

- Directly engage with each customer to improve their in-gallery experience
- Encourage repeat visits and a longer-term customer relationship
- Deepen engagement through targeted messaging and integrated service delivery

## Case Study | Natural History Museum, London

Size: 1000 employees

Location: United Kingdom

Industry: Public Sector



Every year about 5.4 million people visit London's Natural History Museum (NHM). A key question for the museum was how to interact more meaningfully with visitors once onsite. As a heritage building the museum's internal messaging space is limited, and mechanisms for providing information to, and collecting insights and feedback from, visitors are geared towards offline and manual processes.

Improving the visitor experience, and being able to rapidly iterate those changes based on real-time quantitative data was a key part of the museum's public engagement strategy. Technology was key to providing answers. "Today people expect to get information on the move. They seek Wi-Fi access in every public space," says Dave Thomas, head of information and communications technology.

Cisco® Connected Mobile Experiences (CMX) brings vital intelligence to mobile apps, giving visitors helpful content and balancing foot traffic around the museum.

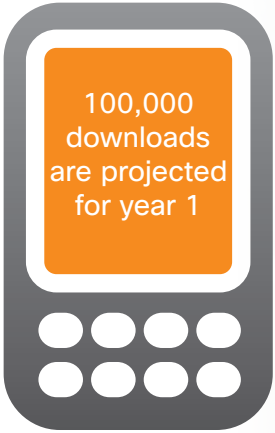
**Solutions**

- Cisco Connected Mobile Experiences (CMX) for real-time analytics
- Cisco Wireless network for fast, reliable, and secure connectivity

### More engaging visits

Visitors can connect to free Wi-Fi when they enter the museum, enabling them to get online whenever convenient. Cisco Connected Mobile Experiences (CMX) uses the Cisco wireless infrastructure to detect and locate smartphones, tablets, and other mobile devices. That means the museum can see movement patterns and send additional content, helping build a richer understanding of visitor flow.

The NHM has a large population of visitors accessing the wireless network. Cisco Aironet® Series wireless access points and Catalyst® LAN switches help insure a reliable, high-performance network that offers its customers the optimal Wi-Fi experience.



## Shaping traffic for optimal enjoyment

Now, the museum can use live data analytics to monitor people flow and adjust its plans to keep foot traffic flowing around the building.

“The Cisco solution allows us to measure the effects of changes, rather than rely on anecdotal evidence,” says network manager, George Jonasz.

## Prehistoric world collides with the new...or not

Crowd management remains a heroic task, especially with the hugely popular dinosaurs. But, even there, CMX location analytics is helping NHM find new queue-busting techniques.

Visitors can access the museum’s mobile app to get information based on time and context—such as interactive maps and events listings—on phones and other devices. The app project roadmap includes push messaging and more detailed itineraries and information about busy areas to encourage wider exploration during a visit.

Launched in 2015 as part of an iterative release program, over 60,000 downloads have been achieved to date with 100,000 expected in the full year. And 85 percent of users said they’d recommend the app to others.

### Results

- Improved insight into traffic movement to make best use of exhibition space
- Iterative development process based on data and feedback

## Game-changing greeting innovation

Visitors will soon receive targeted content segmented according to their behaviour and preferences. Repeat visitors will be recognized and greeted with personalized messages and content on their mobile devices.



Thomas explains: "CMX and CRM integration is a massive game changer for us. It enables deeper, more meaningful relationships with visitors. Optimizing a visitor's digital content for their interests changes everything and that's for the long term rather than just one-off visits."

## Endless opportunities are being exhibited

Visitors benefit from a much more memorable experience. Prompts can be sent to mobile devices so people don't miss items of interest. Helpful alerts suggest the best times to visit busy restaurants or flag exhibits visitors might like to see in the time they've got available. Virtually endless possibilities are opening up.

It's already easier to track the uptake of promotions. Better insights into how visitors use social media technologies can uncover still more marketing opportunities.

## Products & Services

### Wireless

- Cisco Aironet 3600 and 3700 Series Access Points
- Cisco 5508 Series Wireless Controllers

- Cisco Connected Mobile Experiences (CMX) solution
- Cisco Mobility Services Engine

### Routing and Switching

- Cisco Catalyst 3750, 4500, and 6500 Series Switches

## For More Information

To view all Cisco customer stories, visit [www.cisco.com/go/customerstories](http://www.cisco.com/go/customerstories)

For more information about the Natural History Museum, visit [www.nhm.ac.uk](http://www.nhm.ac.uk).

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