



CMX Location Analytics for Hospitality

Actionable feedback to improve
guest experience

Multi-site analysis and reporting helps hotels understand foot traffic and user behavior

- Detect presence of guests via their mobile devices with Cisco Meraki cloud-managed access points
- Broaden understanding of hotel locations by gaining visibility into users connecting to WiFi as well as passersby
- Take advantage of rich statistics on new guests, guest loyalty, and time spent in your facilities
- Use analytics data to make decisions on staffing, hotel gym hours, employee and BYOD policies, and more
- Extend location analytics by integrating with existing customer relationship management (CRM) systems

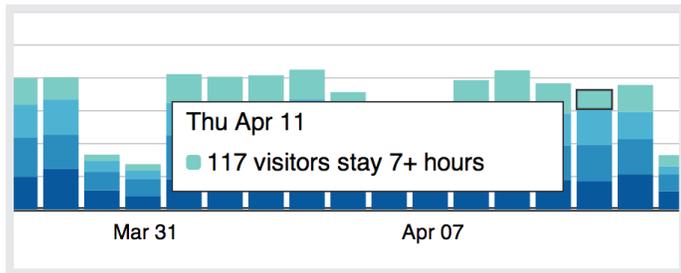


Free evaluations available
at meraki.cisco.com/eval



“Our customers depend on connectivity. WiFi allows our guests to conduct business, stay connected to loved ones, and of course for entertainment. With high-speed 802.11n in all of our properties, our guests can count on reliable performance.”

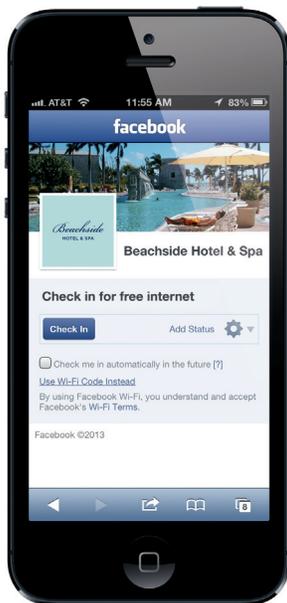
– Jim Amorosa, CEO of Motel 6 and Studio 6



1 Guest Insight

Cisco Meraki uses presence-based data to build powerful analysis tools, helping hoteliers learn about their guests

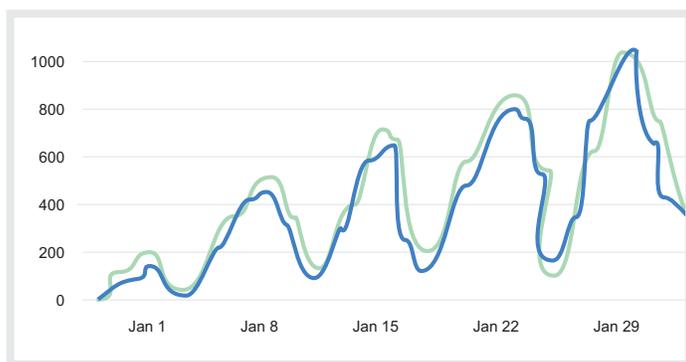
- Quantify site visits, how often guests return, and location dwell time to understand the impact of staff volume, hours of operation, or special promotions
- Discover aggregate and anonymous customer demographics (age, gender, language) via Meraki WiFi with Facebook Login
- Identify what drives guest loyalty with insight into daily, weekly, and monthly visitors



2 Engagement

Enhance guest experience with secure, branded guest WiFi, Cisco Meraki WiFi with Facebook Login, and timely mobile offers

- Customize guest experience with branded splash pages or use Meraki's WiFi with Facebook Login
- Increase Facebook impressions and brand awareness by seamlessly encouraging "likes" and check-ins
- Drive hotel and event traffic through targeted, timely offers to mobile devices



3 Actionable Results

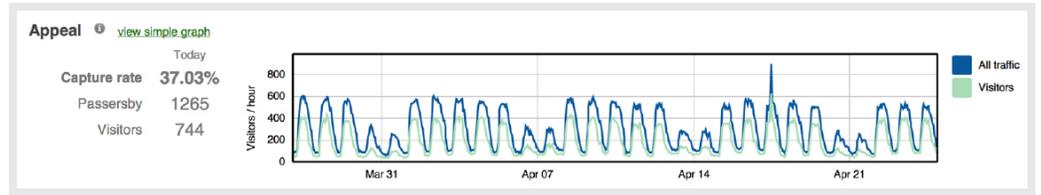
Make data-driven decisions to drive onsite foot traffic, increase guest loyalty, and attract new customers

- Use analytics data to replicate the most effective drivers of foot traffic across your locations
- Capitalize on repeat visits and longer dwell times to target and improve guest services, driving loyalty and revenues
- Generate new customers through event-driven interaction

CMX Location Analytics Metrics

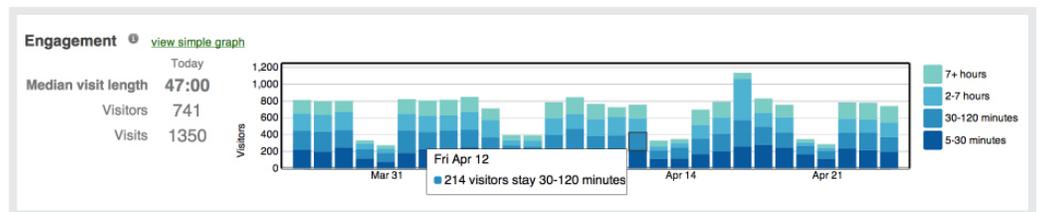
Appeal

- Number of passersby vs. guests spending time at a specific location
- Determine peak business hours and identify what drives guests to your hotel



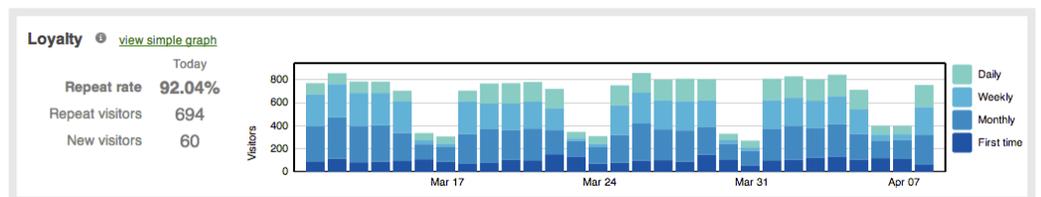
Engagement

- Length of time guests spend within a given location
- Capitalize on guest dwell time to maximize guest services and sales



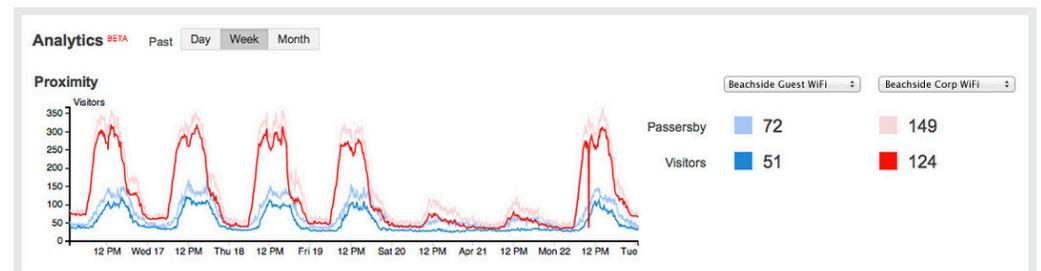
Loyalty

- Number of first time guests vs. repeat guests
- Enhance customer experience for repeat guests through targeted offers



Multi-Site

- Presence analytics compared across multiple network locations
- Identify variations in guest behavior across different sites



Cisco Meraki provides a complete solution for retail



Real-time location analytics

Integrated display of key metrics that measure the appeal, engagement, and loyalty of guests



Guest WiFi

Guest WiFi solution enables secure, Internet-only access, Meraki WiFi with Facebook Login, and on-the-fly guest logins



Centralized Management

Centralized visibility and control over all your networks from a single web-based dashboard

Award Winning Cloud Management Architecture

- Network-wide visibility and control
- No on-site controller hardware
- Automatic monitoring and alerts
- Seamless over-the-web upgrades
- Scales to networks of all sizes



M HKA



CHICAGO
ARCHITECTURE
FOUNDATION

“No one provides this kind of traffic shaping and content filtering at such an affordable price.”

—Cedric Sahuc, Manager,
Hotel Agora

“The main difference with Meraki is that anybody can manage it, from anywhere, through the dashboard. This is a big advantage.”

—Kristof Michiels, IT Manager
and Developer at the Museum of
Contemporary Art in Antwerp

“Meraki is good quality, good service, and good value.”

—John Sands, COO and GM of
Prospector Square Lodge

“The Meraki MX made a complex project very simple. The entire installation was a smooth and enjoyable experience. There was no need for training or certification like other vendors.”

—Andrew Ruginis, Director of IT at
the Chicago Architecture Foundation