Enabling Innovative Guest Engagement

Cisco Guest 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

The Experience Creates Loyalty

Research shows that about two-thirds (64%) of leisure travelers and more than half (52%) of business travelers say they are not loyal to a particular hotel brand.[1] Hotels, casinos, cruise lines, and resorts are looking for new ways to deliver next-generation customer services that delight and retain their guests.

With the industry going through multiple consolidations and now facing changing consumer behaviors and expectations, hotel loyalty is at a crossroads. To address this new reality, you can use new capabilities driven by mobile guest usage and digital signage integration that provide innovative on-premises loyalty applications, as well as providing new platforms for services and advertising. These new applications also enable powerful analytics capabilities that capture, digitize, and transform traveler data into essential insights.

Dynamically Engage Guests

Today's travelers expect an experience that is both immersive and personalized. By deploying context-aware experiences that engage guests on their mobile devices and dynamic signage, you can build stronger customer relationships, implement new business models, and increase revenue opportunities. For example, a new hotel guest approaches the front desk to check in. The wireless signal from their mobile device is automatically detected. After the guest receives 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. Further, Cisco Vision for Hospitality provides a dynamic, end-to-end, high-definition (HD) digital content and video solution that enhances the guest experience and enables additional revenue streams including targeted advertising with customizable content.

[1] "Customer Experience In Hospitality," Forrester.

Predict and Personalize Experiences

By engaging and understanding your customers, you have the intelligence to deliver the right experiences that allow your guests to personalize their stay. Secure on-property Wi-Fi, loyalty app data, and analytics associated with web and social media allow you to tailor your guests' stay to their individual preferences. Now you can provide expert information, live or virtually, and targeted offers and personalized experiences based on an understanding of your guest.

Develop 360-Degree Guest Insights

To gain these insights, you need a single, comprehensive picture of individual guests—across the myriad touchpoints—and the ability to turn those insights into preferential actions for each customer. Gathering metrics from opt-in mobile apps, CRM systems, loyalty program data, kiosks, and social media provides you with a 360-degree view of your guest to deliver a highly differentiated shopping experience.

Cisco helps you define and deliver a customer experience 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 guest experience 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 are unlike anything anywhere else in the world."

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

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