

Cisco Customer Experience DNA Spaces Plan, Design, and Implement Services

Enable safe work in the office, faster, with Cisco CX expert guidance

Mitigate risk and speed deployment with the right expertise and best practices

Today, ensuring a safe hybrid work environment is key to enabling a productive workplace for employees. Businesses and institutions alike have steadfastly accepted the new reality of hybrid work, which includes remote workers as well as employees in the office. For office workers, organizations need to quickly create safe workplaces that have the highest level of security and enable employees to work with ease.

Cisco DNA Spaces™—a cloud-based, next-generation location analytics platform—helps you gain insights into the behavior of people and things and how they interact in your physical spaces. It enables you to act on insights and extend business outcomes. By optimizing employee workflows, it helps your business safely reopen locations and maintain safe, trusted workplaces. But designing and implementing a new solution like Cisco DNA Spaces can be complex. To reduce risk and accelerate innovation by deploying a solution aligned with your requirements, you need the right expert guidance and best practices.

Cisco® Customer Experience (CX) Advanced Services Transactional Solutions for Cisco DNA Spaces help speed deployment of the cloud-based location analytics capabilities integral to our solution. Through CX expertise and best practices, you gain quick access to existing Cisco wireless networks to deliver more connectivity; employ analytics for any network using Cisco Catalyst®, Aironet®, or Meraki® wireless access points; and leverage location-based analytics services. From understanding your current network environment to design and configuration, testing and validation, and use case-based implementation, we help you enhance customer and employee experiences while improving business decision making. Our offers scale based on the number of buildings and floors, location hierarchy, and analytical applications required to deliver on your business outcome goals.

Benefits

- **Accelerate innovation** by leveraging Cisco CX expertise and best practices from deploying networks across the world and implementing cloud-based location analytics applications.
- **Optimize employee workflows or customer experiences by getting up-and-running quickly** with our help to leverage your existing Cisco Wi-Fi infrastructure or quickly deploy new Cisco Wi-Fi access points if you don't already have them to provide powerful sensors for insights, analytics, and contextual actions.
- **Improve business decision making** via location-based analytics and integrated apps that enable you to monitor spaces and enhance customer experiences.
- **Test the value of Cisco DNA Spaces for your enterprise** and assess the realization of your required use case via flexible scoping.
- **Reduce risk** with a prescriptive design leveraging Cisco best practices, proven processes, and innovative tools.



The bridge to possible

Why Cisco?

Cisco's networking services help you outline a strategy to achieve your desired business outcomes. We can help you navigate evolving technology and digital transformations, prepare your business for emerging trends, and address risks and compliance.

With more than 50 million network installations, 19.7 billion threats blocked daily, and 14 J.D. Power certifications, we have the experience and expertise to help you remain competitive in today's fast-paced, ever-changing world.

Next steps

- Contact your Cisco account manager or Cisco authorized reseller to help you get up and running with Cisco CX Advanced Services Transactional Solutions for Cisco DNA Spaces.
- Learn more about [CX Advanced Services](#).

Activate location-based analytics for enhanced customer experiences and improved operational efficiency

Cisco CX experts will analyze your requirements and advise on the best solution and design. We help design, implement, and configure the solution to deliver the agreed-upon use cases, culminated by testing and validating the implemented solution. We focus on implementation for your particular use case, followed by a knowledge transfer session with your team to enable ongoing use of the solution, including optimization and post-implementation support.

The Cisco CX team will help you extract business insights and trends into customer, visitor, patron, employee, and asset behavior using wireless location data. You'll be able to enhance your customer experience via smart captive portals. The rules engine allows for unique, location-specific user portals across your different sites for a custom user experience. Cisco CX will define and design the engagement rules and captive portals to meet your requirements.

Location-based analytics, enabled by the Cisco DNA Spaces services can enable many use cases. Not the least of which is allowing the safer re-opening of your workspaces and campus buildings. A few common use cases include:

- Workplace safety – Monitor and ascertain the results of any engagement rules deployed by reviewing the analytics and insights of what is happening in your workspace. You will get contextual notifications based on location and data to help you maintain compliance policies and drive more informed decisions. Your employees can also receive contextually triggered safety information based on their presence in any of your monitored physical zones.
- Retail – Understand shopper and associate behavior to benchmark performance and make informed decisions that will create better customer experiences through relevant engagements.
- Healthcare – Easily onboard and acquire patients, visitors, and staff and gain insights into location behavior. Locate and track assets to avoid loss of lost medical equipment and reorder stock only as needed.
- Transportation – Gain insights into guest, visitor, and employee behavior that will enable you to provide location and user-specific information (links to services, nearby events, daily specials, surveys, etc.)
- Manufacturing – Minimize loss with alerts triggered when equipment hasn't been used in a long time, and enters prohibited zones. Prevent inventory damage from adverse environmental conditions.