PINE COVE
CONSULTING

Presence Location
Analytics for Hotels

**Multi-site analysis and reporting helps Hotels
measure foot traffic and presence-based user behavior.**

Actionable customer feedback to grow your Hotel?

- Detect presence of visitors via their mobile devices from Meraki's cloud managed access points
- Gleans analytics from all WiFi devices connected and unconnected
- Optimize customer engagement through new insights into Hotel
- Take advantage of rich statistics revealing time spent in your Hotel, new visitors, and repeat visitors
- Drive customer engagement by integrating with existing customer relationship management (CRM) systems

Find out how your peers are using Cisco Meraki, by signing up for a special upcoming webinar get a free Meraki access point. http://ow.ly/wqxxe

Cisco Meraki provides a complete solution for Hotels

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

1 Guest Insight

- 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 / Facebook Integration

- 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

- 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