**SOLUTION BRIEF**

**Location-Based Analytics from CenturyLink**

**Improve Customer Experience with Deep Location & Visitor Insight**

Building valuable customer relationships by enhancing the end-to-end customer journey — from interactions online to support phone calls and while on-location — is the goal most every organization aspires to. But fostering meaningful relationships that create positive sentiment, drive loyalty and inspire advocacy is complex and requires a deeper understanding of the customer and an appeal to their personal emotion.

Forrester cites that customers’ emotional experience with brands occurs on three levels: Brand interactions trigger specific customer emotions; the context of brand engagement influences sentiment; and brand personalities that resonate with a consumer’s identity create deeply emotional relationships. But how do you understand a customer at such a deep level to foster communications that resonate with their identity and ever changing emotions?

**Customer Insights That Drive Emotional Engagements**

Location-Based Analytics from CenturyLink is a mobile engagement, analytics and marketing solution that empowers owners and operators of physical spaces to understand customers as individuals in real-time, and send relevant personalized messages that resonate with a particular customer’s needs — in real-time. Organizations can not only deliver on the promise to enhance the customer’s experience, but also drive increased sales, build efficiencies within systems and processes, and utilize these valuable insights to enhance offerings for tapping into new revenue streams.

By integrating Location-Based Analytics from CenturyLink with our comprehensive Managed Services and Data Analytics Consulting expertise, these next generation capabilities are not only within reach but simple to implement.

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**Access**

Deliver visitors easy access to Wi-Fi connectivity and venue information via a simple login screen featuring your brand, and provide visitors access to wayfinding tools for an enhanced CX.

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**Analyze**

Gather and analyze deep visitor demographics and their interaction throughout your venue, for insights that fuel marketing, operations and strategic decision-making.

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**Action**

Build responsive marketing campaigns based on deep audience segmentation data, for delivering messages to visitors that enhance their experience.
Our comprehensive Location-Based Analytics solution combines Wi-Fi access technologies and managed services with powerful location and customer analytics, social engagement and marketing tools to help businesses gain insights into real-time data and create highly personalized experiences for customers within their venue. Improve the customer experience by providing complimentary Wi-Fi and wayfinding information, and also gain access to real-time analytical insights on customer demographics and customer behavior within the venue, plus an array of marketing tools to send targeted customer communications, creating a responsive environment for you and your customers. Simple APIs allow for the integration of CRM, eCommerce and other data sources, delivering you one view of the customer for a profound understanding of your audience and the ability to market to them with messages that foster a deeper emotional relationship with your brand.

Fully-Managed Wi-Fi Connectivity & Advanced Customer Experience Tools

High-capacity Wi-Fi endpoints strategically located throughout your venue deliver faster internet connections and more coverage for connected mobile devices and asset sensors. A custom branded splash page invites your customers to securely sign-on via social media authentication or a short form. For increased convenience, the system remembers customer profiles so repeat visitors automatically sign-on as they enter your venue. To offset costs you can offer advertising space on your sign-on and landing pages. These custom advertisements are easily managed within your analytics and marketing portal or by contacting your available CenturyLink Support Professional.

For an improved customer experience you can offer your visitors a helpful wayfinding tool. Customers can use a map view to locate their current location within your venue and a filter search for finding their proximity to nearby attractions.

Fast and secure Wi-Fi features for easily connecting devices:

- Wireless LAN, MX Security Appliances, Ethernet Switches, SM Mobile Device Management
- Scales to thousands of sites for enhanced coverage
- Traffic acceleration, RF optimization and application-aware QoS for high-throughput, high-density WLAN
- Device-aware security, firewall and content filtering
- Layer 7 application awareness
- Flexible authentication and access control
- Fully HIPAA / PCI compliant (level 1 certified)
- Managed Wi-Fi and Application services for ensuring optimal uptime and resiliency of your Wi-Fi environment and analytics and marketing portal
Location & Customer Analytics Insights

Your analytics and marketing portal provides individual authenticated access for administrators and users within your organization for a real-time view of venue activities, real-time and historical reporting, and management of marketing tools.

Real-time analytics and scheduled reporting for understanding traffic flows, marketing effectiveness, and insights like visitor quantities, demographics, duration on premise, device type, websites browsed, social and contact details.

Reports can be run at any time or scheduled to run at a specific recurring time and include a number of details like visitor demographics, device type, browsed websites, and social and contact details; visitor quantity, time of visit and duration spent on premise or in a specific location. View reports on specific venues or locations or view venues by customer group.

Flexible reporting features for deep analytical insight:
- Detailed real-time and historical reports for geo-fencing, zone-flows and heat mapping
- Presence analytics track all devices present, including those not logged onto Wi-Fi
- Reports can be viewed online, exported as PDFs and CSV format
- Marketing reports including audience behaviors and conversion rates
- API function allows you to import/export data from/to other data sources, like your CRM, ERP, and eCommerce store
Marketing & Social Engagement Tools

Manage every step of your customer’s journey based on location, demographic, celebration or desired action. By integrating your real-time Location-Based Analytics data with customer data from your CRM or point-of-sale systems, as well as customer data from the social channels customers might use to sign in, you have the insights to more effectively resonate with your customers’ human emotion.

Your analytics and marketing portal gives you the ability to send custom messages to different audience segments that you determine. Plus, you can automate your communication to send different messages based on a customer’s actions or a target location within your facility. The simple drag and drop logic flow tool allows you to easily customize and adjust your responsive environment for hyper relevant communications aligned with your business objectives.

Extend your reach and credibility by encouraging and enabling customers to easily provide reviews of their experience on industry-leading review sites. The only critic worth listening to is your customer. So if they give you great reviews, this often makes a huge impact on your bottom line.

Data-driven Marketing features for driving business objectives:

- Send email and text promotions to different audience types
- Logic flows for building automated behavioral campaign sends
- Social engagement tools for encouraging customer referrals and reviews
- Simple drag & drop landing page and campaign builder templates
- Custom branded sign-in and landing pages
- Off-set costs by selling 3rd party advertising space on landing pages
Human emotions are complex, and creating experiences that appeal to your customers’ emotions can at times seem esoteric and abstract. By combining the real-time analytics and marketing capabilities of Location-Based Analytics from CenturyLink with our Data Analytics Decision Science consulting expertise, you’re able to leverage your newfound customer insight for the development of predictive modeling for pushing go-to-market strategies and communications that drive desired business results.

**About CenturyLink Business**

CenturyLink is a global leader in communications, hosting, cloud and IT services; enabling millions of customers to transform business and lives through innovative technology solutions like the analytics and marketing capabilities of our Location-Based Analytics Solution. At the foundation of CenturyLink’s innovation is our robust hybrid IT infrastructure composed of 250,000-route-mile U.S. fiber network, 300,000-route-mile international transport network, and our more than 60 data centers across the globe. Our expert Managed Services and support ensure the resiliency and rapid accessibility of your hosted environments, your applications, and your business critical data; while our experienced data scientists help you enhance your customer’s experience with your newfound insight.

For more information visit [www.centurylink.com/enterprise](http://www.centurylink.com/enterprise).

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