

# C&W Location Based Marketing



## Locate your users, provide them a better experience in their visit, and improve your opportunities for sales and profits!

With the [C&W Location Based Marketing](#) service, you will be able to welcome your visitors, show them the path from one place to another, and interact with them by sending them relevant information, all while identifying opportunities for sales and making them become sales!

This is a comprehensive solution composed of beacons, devices which operate through bluetooth technology. In addition, it provides an analysis software, a mobile application, and a management dashboard to improve visitors' experience every time they visit the corporate facilities through offers per sector that will attract users, differentiating your company from its competitors and achieving greater profits. These offers will not only optimize the tasks of the operation staff, but also generate memorable moments for end users.

[C&W Location Based Marketing](#) makes your clients feel welcome and supported in a comfortable communication environment, helps people to visit more frequently and increases recommendations for your business.

## Services

- Beacons with features to locate clients, send them campaigns, and provide them browsing permits.
- Management portal that allows for visualizing the behavior of visitors, creating campaigns, sending information, and generating reports.
- Support and management of the service by certified specialists.
- Customized consulting services regarding the design, configuration, implementation, and maintenance of the service.
- Reports on the areas of greater traffic, the path of every client while in the facilities, the historical behavior of every client in the facilities, number of visits, messages sent to them, areas with the greatest activity, duration of stay, and a variety of metrics.
- Support for periodic maintenance (twice a year) with visits for evaluating equipment, the quality of the signal, and a change of batteries once a year.
- Support in the creation of a generic application for mobile devices if the client does not have one or does not have the necessary information to integrate with their existing application.

## Benefits

- Beacons do not require cabling in their installation. The configuration on the management portal is very simple.
- The duration of the beacons' batteries is of more than one year thanks to the low-consumption bluetooth technology.
- This service improves users' experience where it is implemented.
- Added value to the services currently provided.
- Generation of new opportunities for sales, standing out from the competition.
- Support 24/7, 365 days a year.
- Intuitive and easy-to-use management portal to create the mobile application.
- Management portal that provides visibility of the users' behavior.
- Optimization of the function and/or role of resources (beacons) within the premises.
- State-of-the-art technologies that allow for improving the company's ROI.
- Dynamics of the sending of marketing campaigns to online customers.

## Questions we have to answer

How can I know which paths my users prefer?

How can I help my visitors choose the best path between one point and another within my corporate facilities?

How can I increase the visits from my clients to the zones less visited in my facilities?

How can I provide my visitors a guided tour?

How can I welcome my clients?

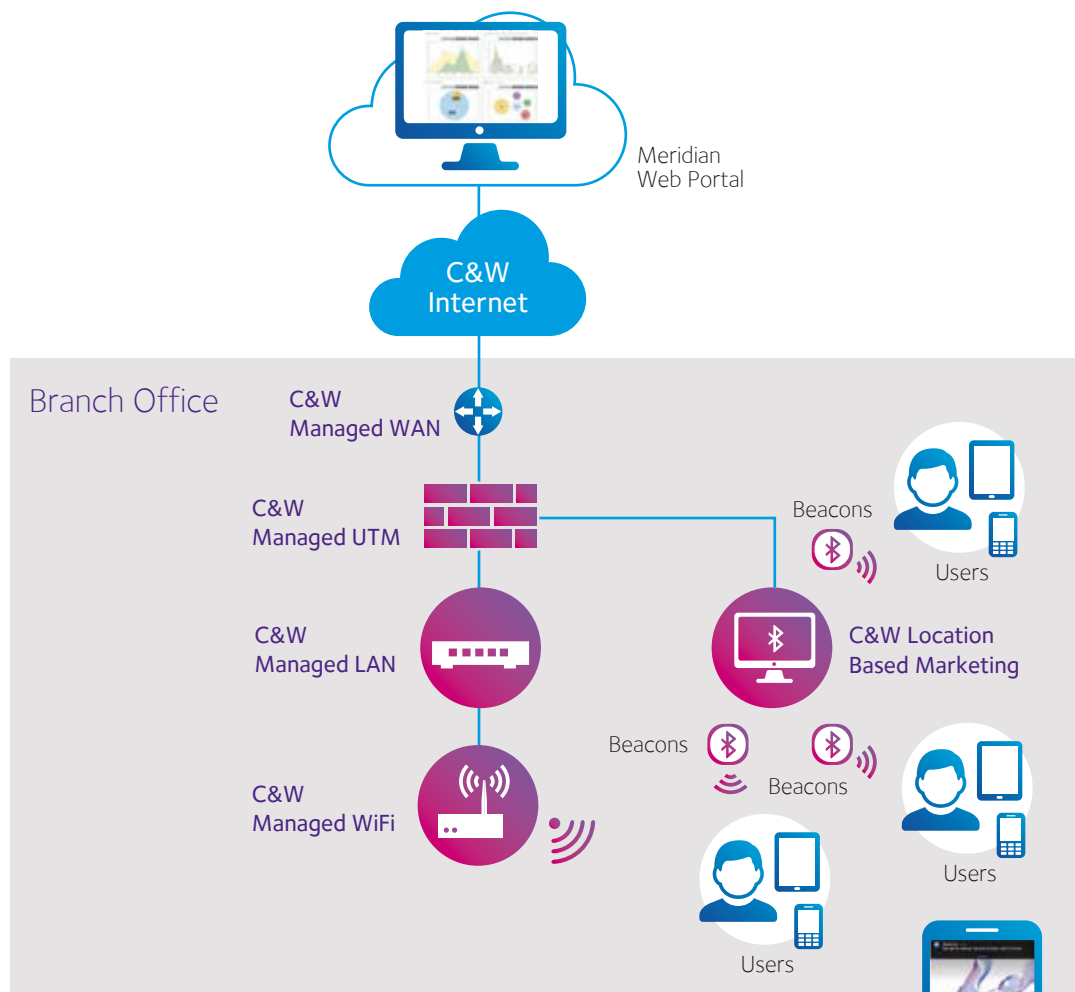
How can I send my clients relevant information depending on where they are located?

How can I interact with my clients to provide them a better experience in every visit?

## C&W Location Based Marketing Architecture



NOC | CSC | SOC



### REFERENCES

NOC: C&W Network Operation Center

CSC: C&W Customer Service Center

SOC: C&W Security Operation Center