

CISCO DNA FOR THAT COMPETITIVE EDGE

Using big data and analytics to deliver a personalized in-store experience and drive customer loyalty are just a few ways Grocery Goodness outperforms its competition.

It's a well-known fact that the competition among service-based retail businesses can be downright cutthroat. And nowhere is this truer than the grocery sector, where profit margins hover in the low single digits. Like many grocery stores, Grocery Goodness, a hypothetical grocer representative of more than 38,000 supermarkets in the U.S. (according to Statista) feels this pain point. And it knows customers are looking for more than just competitive prices. According to research from Acosta, for example, 89% of shoppers rank fresh produce more important than pricing and selection at their grocery store. Additionally, the availability of a variety of meal solutions was another key factor for 72% of survey participants. And 36% of shoppers expressed interest in using an app or web portal to pre-order and pick up prepared foods.

Grocery Goodness turned to Cisco DNA (Digital Network Architecture), a networking philosophy that embraces the IZATION (i.e., digitization, globalization, mobilization and securitization) effect to give customers more of what they want and to keep them coming back for more. Their implementation and results follow.

A connected mobile experience

Realizing that most of its customers use smartphones, Grocery Goodness increased the potential of its wireless network with Cisco Connected Mobile Experiences (CMX), an intelligence solution that comprises virtual BLE (Bluetooth low energy) beacons, Cisco Unified Access cloud-managed switches, wireless LAN controllers and secure mobility clients. In addition to making guest Wi-Fi access easier, CMX allows the grocer to analyze visitor behavior on-site (most popular aisles, average dwell times) and engage customers on a more personal level and track assets (e.g., mobile kiosks) with ease. With CMX, Grocery Goodness' wireless network can detect when a customer enters the organic section of the store, for instance, and present recommended meals made with organic ingredients or make shoppers aware of a special deal on prepared meals made with organic foods.



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Meraki—taking analytics to new heights

To complement the capabilities of CMX, Grocery Goodness added Cisco Meraki's location analytics and engagement solution, which provides real-time location statistics such as access point MAC (media access control), probing client MAC, time stamps, RSSI (received signal strength indicator) information and more. Data collected by Meraki access points (APs) is synced with the Meraki cloud, automatically reported in the dashboard and exported to the grocer's CRM and data analytics applications via the Cisco Meraki's location analytics API (application program interface). The location analytics Analytics API uses real-time HTTPS POSTs of JSON (JavaScript object notation) to deliver raw data to Grocery Goodness' analytics application, making the collection and manipulation of location data flexible. By integrating Meraki's location API with its CRM and analytics apps, the grocer can drive in-store customer engagement with notifications to staff and deliver targeted customer offers.

More customer engagement

By gaining deeper insights into its customers' shopping habits and preferences, Grocery Goodness' loyalty program has experienced several positive results, beginning with a fourfold increase in coupon redemption. It's also seeing dozens of new customers sign up to become mobile loyalty rewards members, which is a confirmation of the effectiveness of happy customers telling their friends about the program. Another confirmation that CMX was well worth the investment is the grocer's average customer spend per visit has increased nearly 10% since implementing the program. What's nice is the current services are just

the tip of the iceberg of what a Cisco digital network can deliver. Soon, Grocery Goodness will implement these add-on CMX services, too:

- While en route to the grocery store, shoppers can be alerted to available parking spaces.
- Upon entering the store, shoppers can receive a digital map of the store outlining the most efficient route to pick up all the items on their shopping lists.
- For the ultimate in convenience, customers can order online and have their groceries bagged and ready when they arrive at the store.

Savvy grocers like Grocery Goodness are discovering that amazing things happen when you mobilize your network and connect what was previously unconnected. Isn't it time your customers experienced the possibilities of Cisco DNA?



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