



Engage your customer experience with Cisco Meraki!

Menelaos Makrigiannis, Sales Director, **SiEBEN**

SiEBEN



SiEBEN

We **LEAD** by numbers..



2000

SiEBEN Founding Year
Greece



2

Subsidiaries

Xparity
InEdu



USP

Retail & Consumer Goods
Industries experts for CRM



6+

Partnerships

Cisco Premier Partner
Microsoft Gold Certified Partner
HP Business Partner
Dell Authorized Reseller
IBM Silver Partner
SAP Partner Enterprise Mobility
Member of GRECA

4

Software products

Pocketbiz (www.pocketbiz.io)
Marera (www.marera.io)
Pobuca (www.pobu.ca)
InEdu SIS (www.inedu.com)



10+

Awards

BITE awards 2017 | CRETA FARMS
Sales Excellence Award 2017 | MARS Hellas
Microsoft Country Partner 2016 & 2011
Cisco Marketing Innovation Partner of the Year 2016
Cyta Mobile Excellence Awards 2016 | NN
Cyta Mobile Excellence Awards 2015 | KRI KRI
App Gold Award 2015 | Schneider
Gold Social Media Award 2014 | Diadermine
IT Excellence Award 2013 | Frigoglass



3

Divisions

Business Software Division
Systems Integration Division
Digital Marketing Division



100

Expert Employees

HOTELS

Business Needs

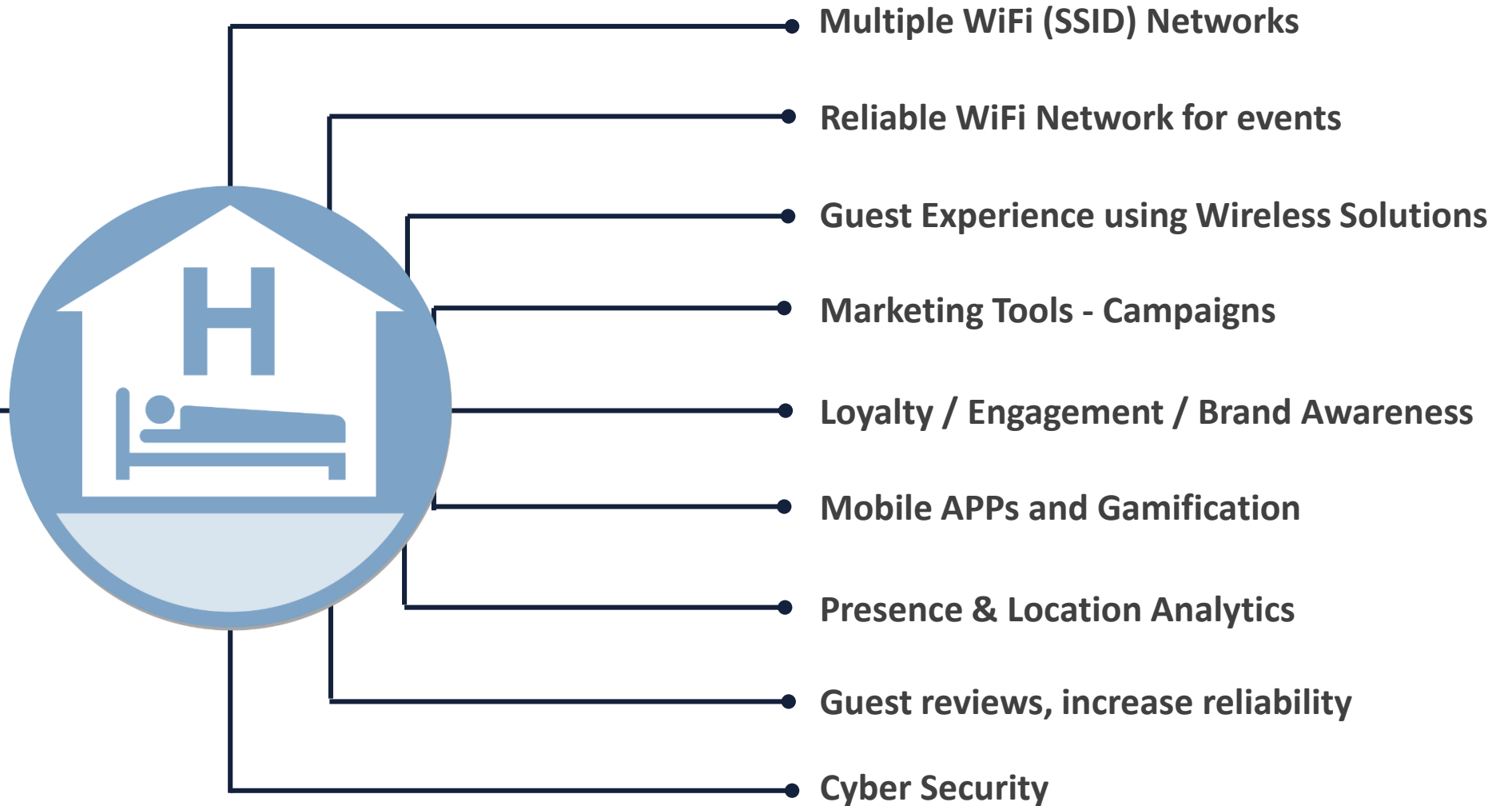


Business Needs



Some of the **business needs of hotels.**

Implement these trends in your strategy NOW.



Provide FREE WiFi!

Affordable – Effective – Smart Advertising

More on your bottom line

It's been proven time and time again, people will spend more time and more money in a venue that offers reliable, free WiFi.

78% preferred venues that offered free guest WiFi

77% would stay longer in a location that provided WiFi

63% said they are more likely to spend additional money there



Provide FREE WiFi!

Cisco Meraki



cisco

Meraki



Be secure

with seperate guest and
business networks



Be family friendly

with state of the art
content filtering



Be legal

operate in line with
best practice

How it works



The user log in process

The splash screen can be completely customised with your branding/messages/etc

- Information about the company/organization/etc
- Social feeds
- Advertising and promotions
- Local information
- Company/State/Local government/etc imagery



Easy log in



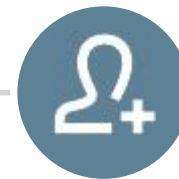
Accept terms



Free WiFi



Deliver information



Socially engaged



Email marketing



Increase business

Get more from Guest WiFi

Company Information

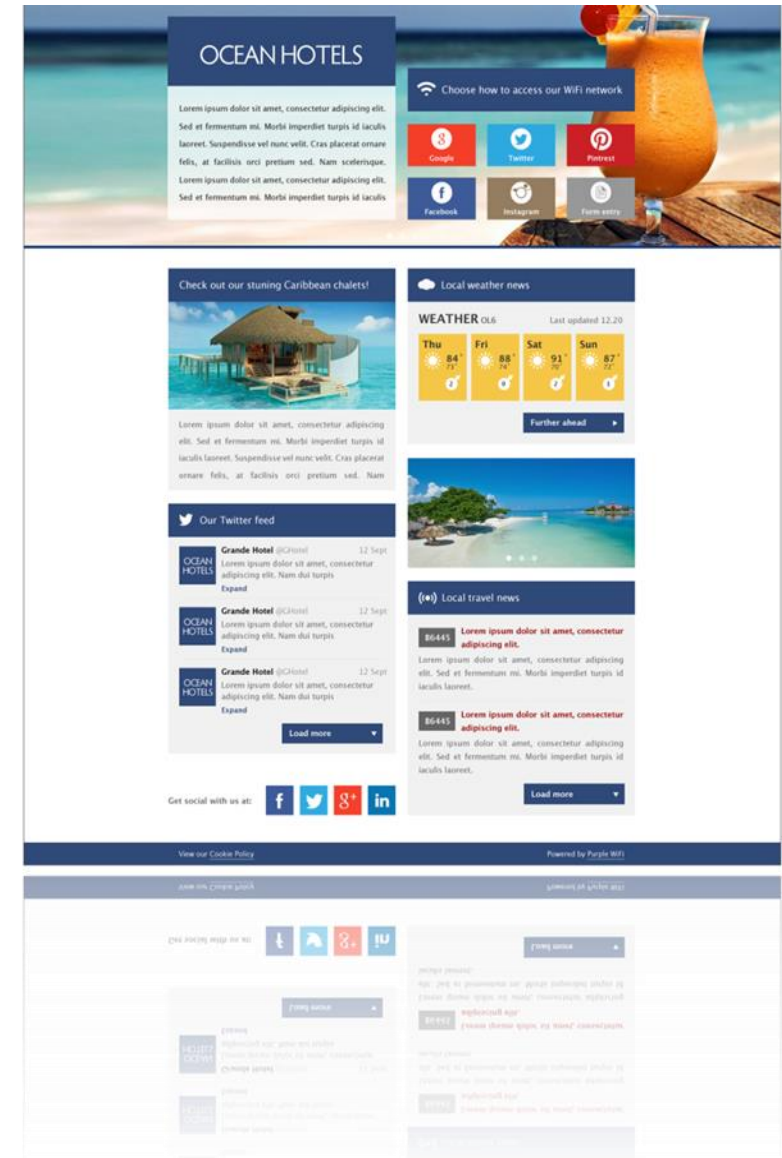
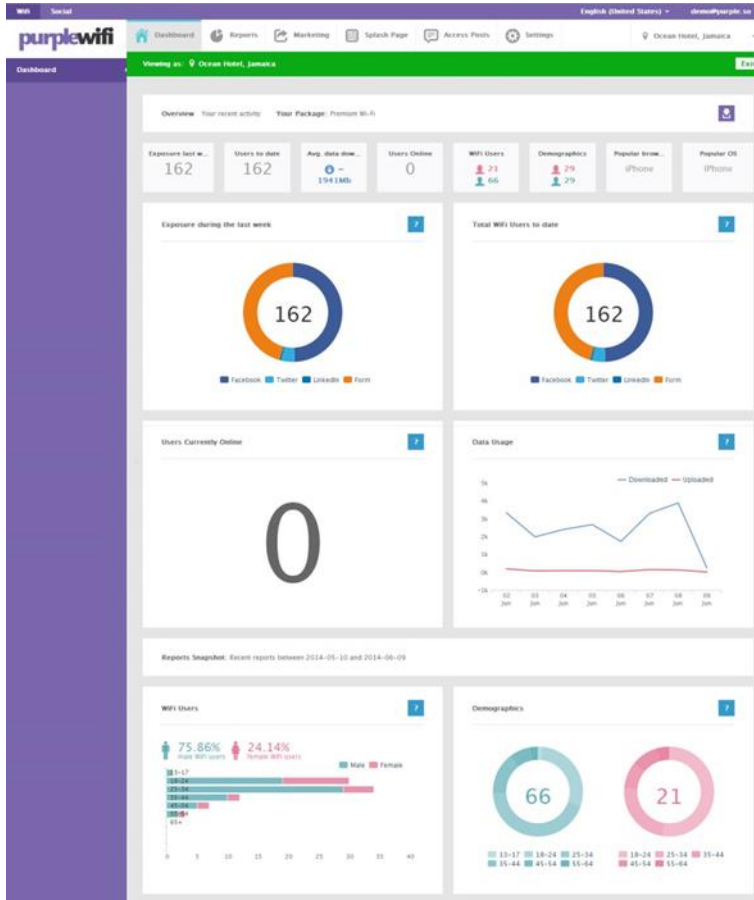
Social Media Information

Advertisement and Promotion

Location Based Information

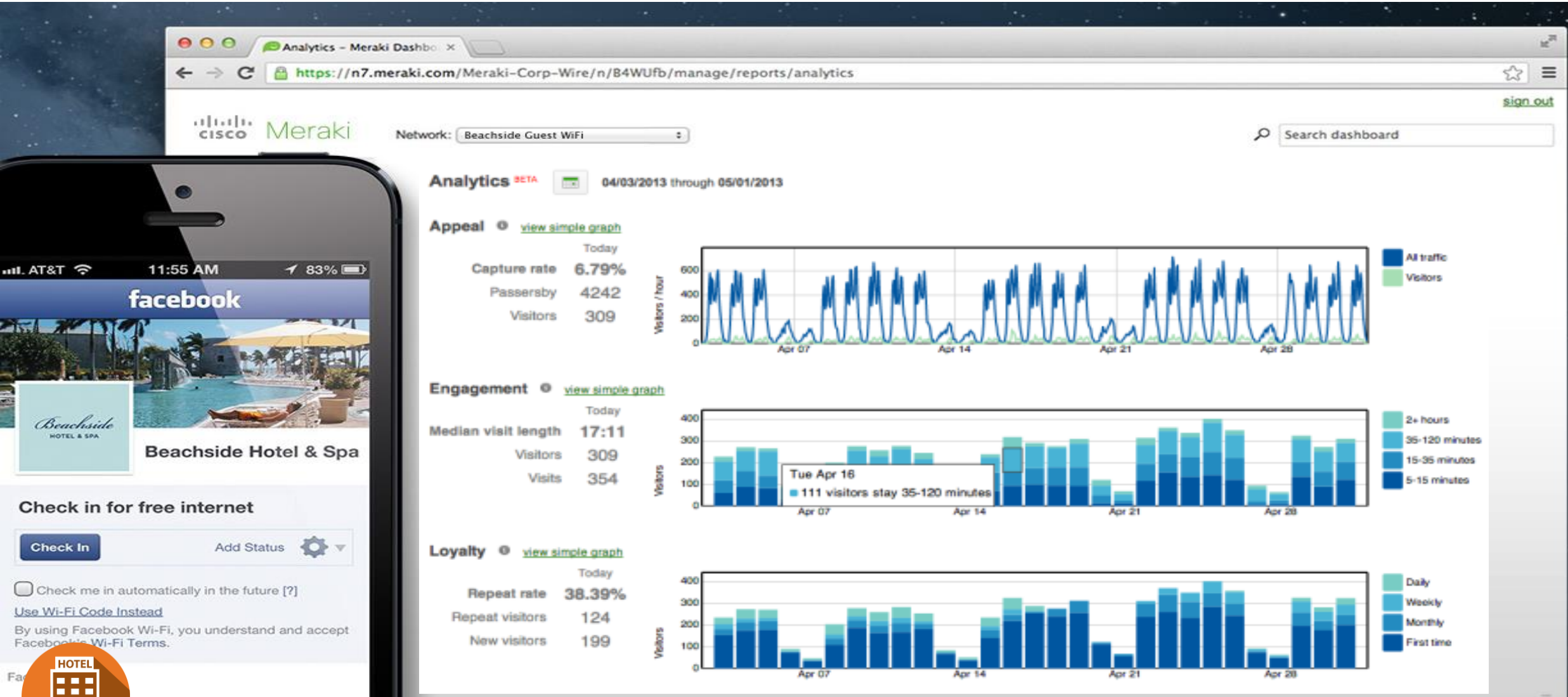
↓
Increase ROI

Keep your IT and Marketing Team pleased



Business Logic/Model

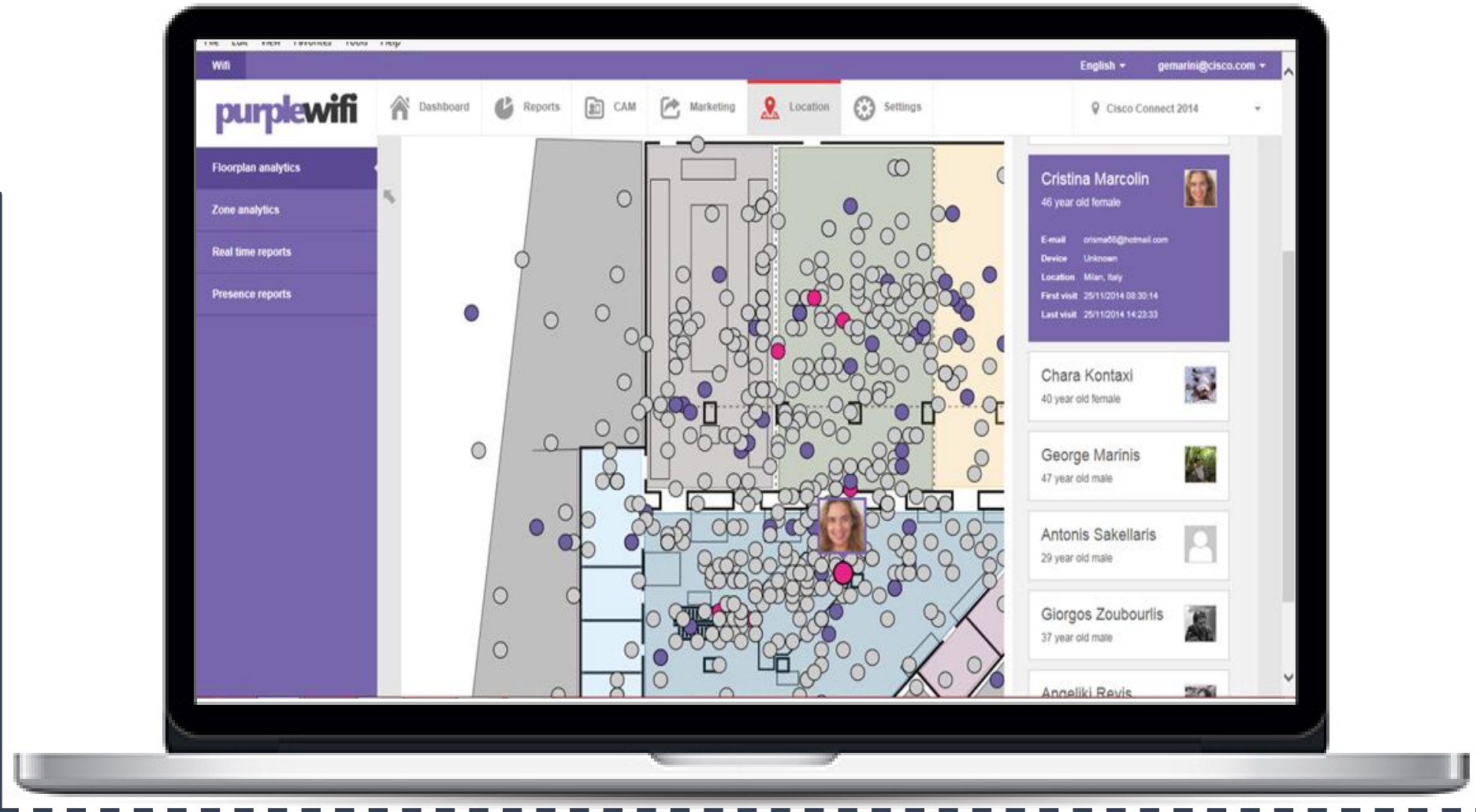
Expand Branding & Visitor Counting



Presence Reports

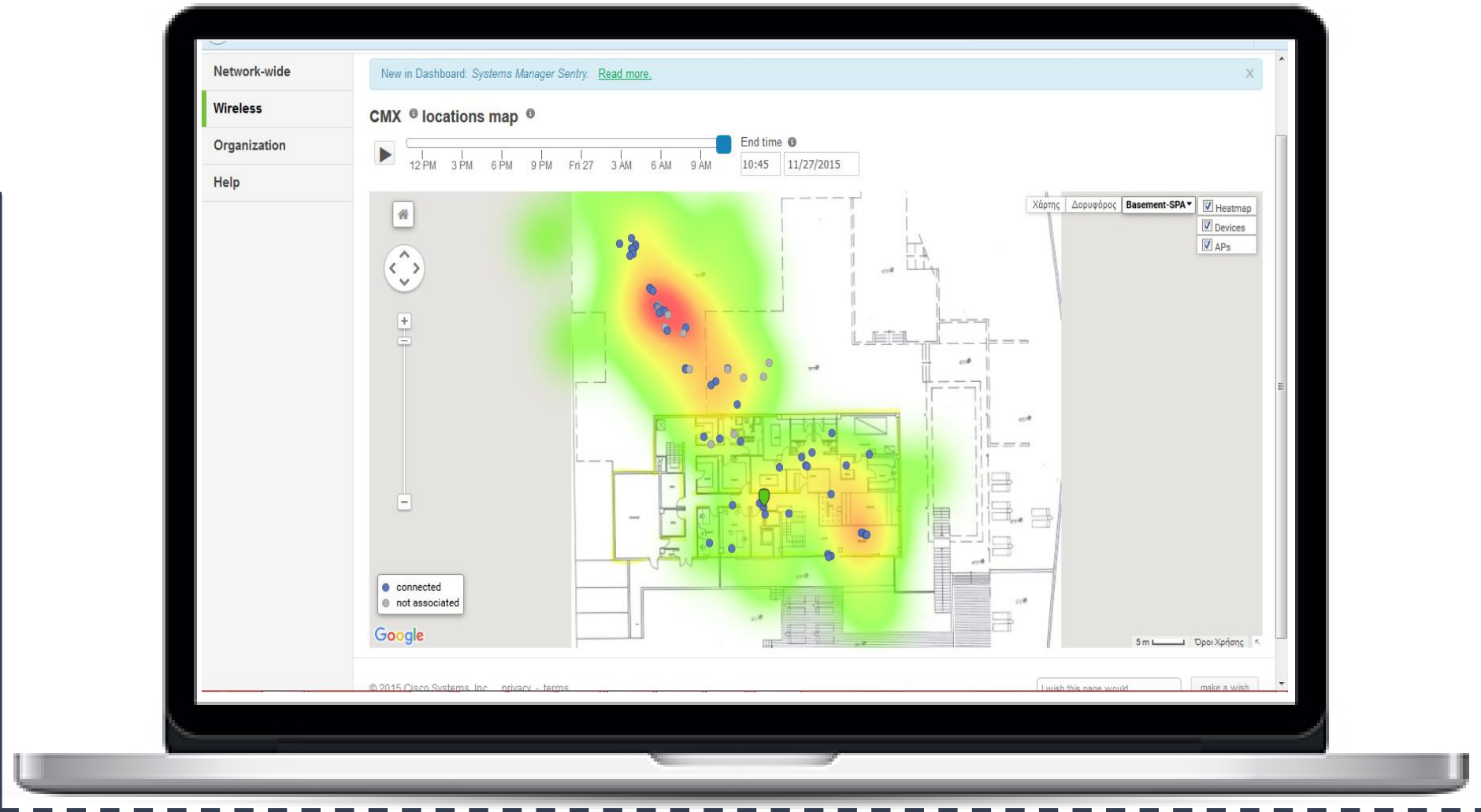


Location Analytics





Location Heatmap



Monetize your WiFi with Purple & Marera

Reasons to choose this solution



Perform all tasks
through **one Platform!**



Tailored-made
implementations to
meet company's
needs
Expand Branding
through social media,
& campaigns



360° Loyalty Program
points according to
buying, engagement,
visit frequency etc.

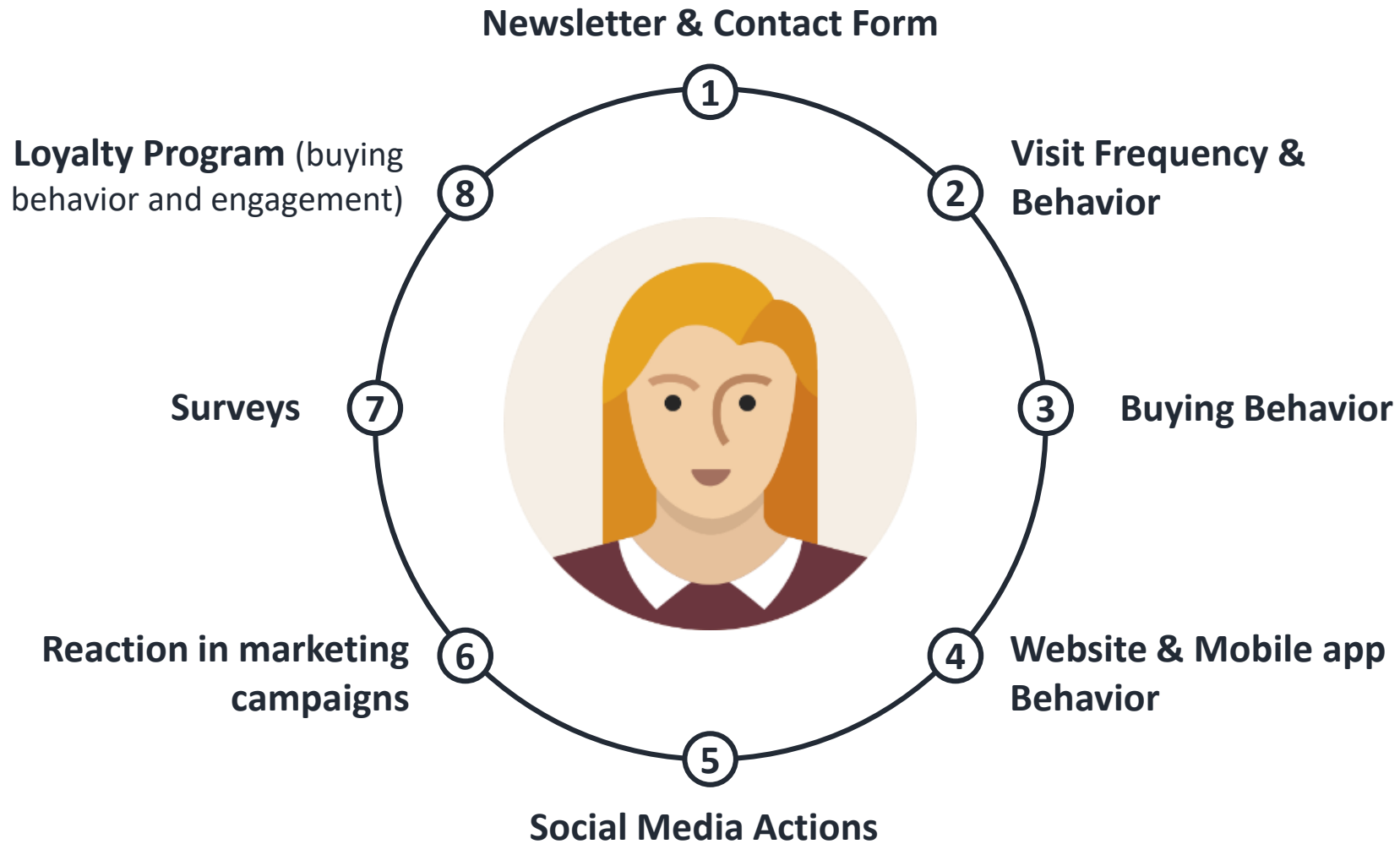


Personalized
communication
through **email, sms,**
push & fb notification



**Data mining techniques
& BI Reports.**
Advanced customer
segmentation

360o Approach



How Hotels can use marera Meraki

Location Based Offerings



Welcome

Welcome to our Hotel
Enjoy your stay!



Coupons

Visit triggered coupon
Dwell triggered coupon



Birthday

Happy Birthday !
Enjoy a FREE meal !



Loyalty

VIP Members get an extra
discount on their stay



Feedback

Don't forget to rate us and
leave your feedback.

Reporting - Analytics

Gain Customer Insight



Visual Representation

Campaign Reports

- Campaign Effectiveness
- Product Related Campaigns
- Loyalty Related Campaigns
- Fashion Based Campaigns

Loyalty Reports

- Loyalty Members Growth
- Reward Revenue vs Cost
- Rewards Given vs Revenue
- Sales % per Loyalty Segment

BI Reports

- Predictive Analysis
- Cross Sell/ Up Sell
- Reports based on weather/income

Web Analytics

- Average Stay on site
- Pages visited
- Time Period on each page
- Exit from which page

Presence Reports

- Proximity Reports
- Engagement Reports
- Loyalty Reports
- Devices used in store

Summary Statistics

Descriptive Analysis



Hotel Mobile app

Features



Register – Log in

Users can save their personal information in the mobile app with information about their habits, favorite activities, food menus etc.

Good to Know

This section will provide guests with useful information of hotel's reception opening hours and available treats and services.

Near to the Hotel

Guests wishing to locate nearby restaurants, bars, sights etc. may do so in the Near to the hotel section.



News & Offers

Offers for restaurant menus, spa treatment etc. can be communicated to your guest according to their location in the hotel.

Weekly Schedule

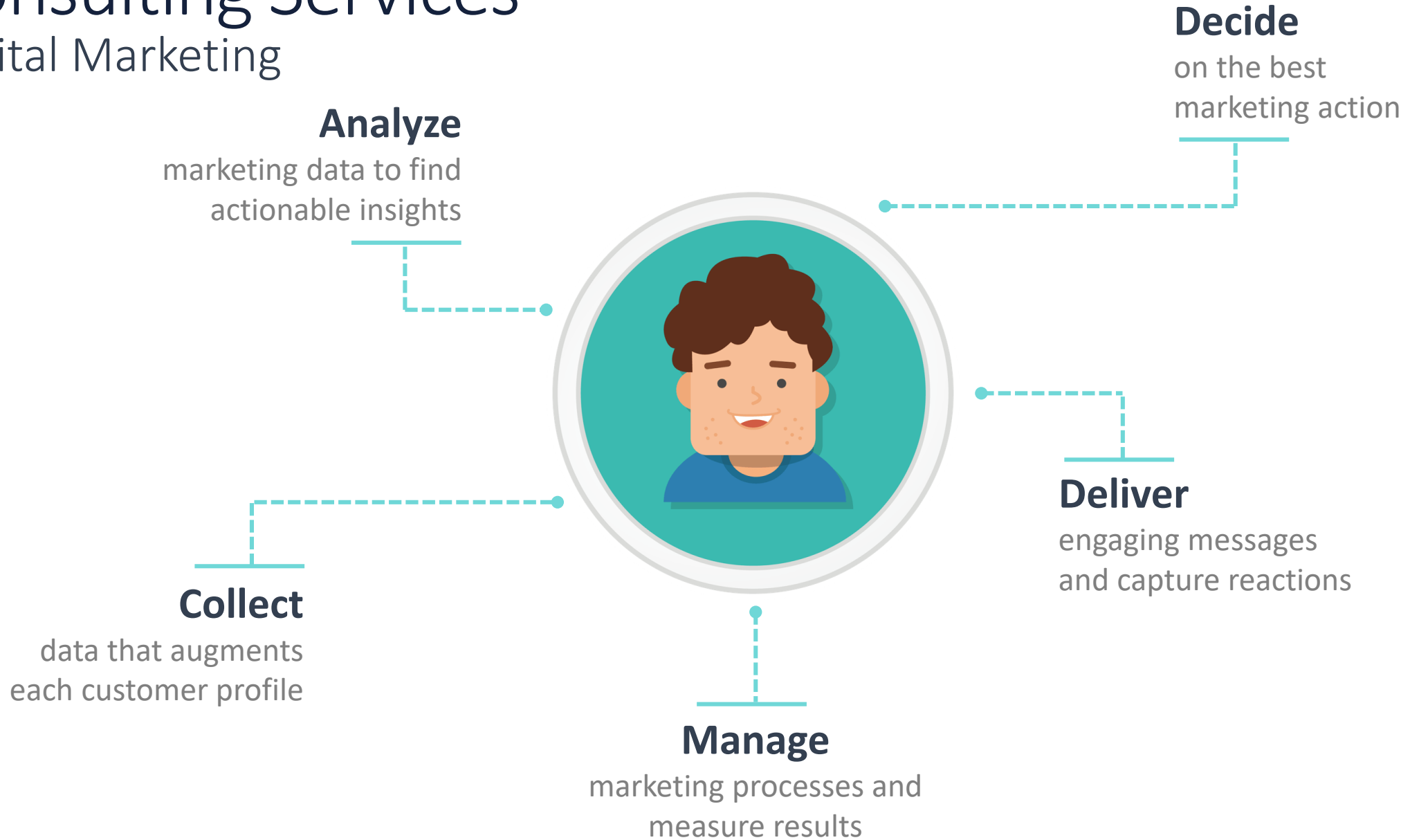
This section will provide users with a calendar, in which they can schedule their staying with different activities for each day or hours.

Push Notification

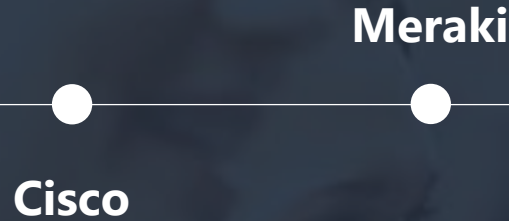
Create personalized push notification campaigns to communicate with guests in real time.

Consulting Services

Digital Marketing



bluegr Hotels & Resorts



EVERY YEAR:

Events delivered



Companies



Devices connected



Traffic



BUSINESS BENEFITS:

- Remote management and integrations with 3rd party services
- Improved experiences for guests and employees, with the new, reliable wireless network
- Access to the dashboard at any time from anywhere, monitor the network
- Remote troubleshooting tools enable proactive network management, while automatic alerts quickly notify network admins of any potential network issues

A step by step Process



STEP 1



Cisco Meraki/CMX

- Free WiFi
- Multiple SSID
- Bandwidth Limitations
- Employee & BYOD policies
- Real-Time Reports
- Presence Analytics

STEP 2



Purple WiFi

- Social Media Login
- Social Media Insights
- Location Analytics
- Trigger Campaigns
- Micro Surveys

STEP 3



Marera

- Multichannel Insights
- Offline Marketing Campaigns
(Email, sms, push & fb notification)
- Lead Scoring
- Loyalty Program
- BI Reports
- Mobile App

WANT IMPROVED GUEST EXPERIENCE SOLUTIONS FOR YOUR HOTEL?

SiEBEN will be happy to help you

Contact Us Now

sales@sieben.gr



www.sieben.gr



www.linkedin.com/company/sieben.gr



www.facebook.com/sieben.gr

