

# THE SMART CAMPUS SOLUTION:

MERGING PHYSICAL SPACES AND DIGITAL TECH



WHITE PAPER

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driving the future of work



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# TABLE OF CONTENTS

## TABLE OF CONTENTS

<b>PAGE 2</b>	EXECUTIVE SUMMARY
<b>PAGE 3</b>	INTRODUCTION
<b>PAGE 4</b>	MAKING A CASE FOR SMART CAMPUS
<b>PAGE 5</b>	CREATING BUSINESS VALUE FOR WORKPLACE EXPERIENCE
<b>PAGE 6</b>	SO WHAT EXACTLY IS A SMART CAMPUS?
<b>PAGE 8</b>	FOR A BUSY VENUE, EVERY INTERACTION COUNTS
<b>PAGE 9</b>	GOING BEYOND THE ENTERPRISE
<b>PAGE 10</b>	FEATURES AT-A-GLANCE
<b>PAGE 11</b>	PLATFORM OVERVIEW





Below the surface - there's a deeper disconnect in the sense that information and processes have become siloed.

## EXECUTIVE SUMMARY

Large public venues (LPVs) such as a corporate campus, hospital, sports arena, university, shopping center or airport are more connected than ever; think WIFI, routing, Intranets, and other software. But below the surface, there's a deeper disconnect in the sense that information and processes have become siloed.

Digital transformation has come full circle, from a process happening in cyberspace back to one rooted in physical spaces - like venues. The goal is to merge the power of digital experiences with human interaction in physical spaces. In today's competitive business market, full venue control offers better on-site experiences for customers, partners, employees, and visitors.

We're going to take one example of an LPV, the corporate campus, to see how creating a central hub for on-site interactions with a mobile-first mindset will benefit operations. Keep in mind, this is applicable across all types of campus' and venues in different industries.

# INTRODUCTION

## PICTURE THIS...

### Use Case Scenario

Today is an exciting day. You pull up to a tech giant's out-of-this-world campus, find a space to park, grab your phone from the center console and slide it into your pocket. As you do, it sounds an beep. Assuming it's a friend or colleague, you glance at the screen only to be pleasantly surprised.

You've received a detailed notification from the company with check-in information. You tap the notification, unlock your device and you're instantly viewing a property map with a real-time indicator highlighting exactly where you are on the campus. The message indicates you will be meeting with a representative in 20 minutes, and it will take you 5 minutes to get there.

You have plenty of time, so why not explore a little first? As you move about the campus, the app sends you informative notes about the most popular stops.

*Want a coffee? Here's where the on-site cafeteria is located. Need to visit the restroom? There are bathrooms here, here, and here. Want to talk to someone in particular? Their desk is located on the third floor of the building directly to your left.*

This entire scenario sounds like a pipe dream, almost too good to be true; except it's not. This is how things can play out, provided the right technology and infrastructure are in place. In fact, this kind of experience is precisely what to aim for when creating a smart campus.



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# MAKING A CASE FOR SMART CAMPUS

Organizations that lead in CX routinely outperform laggards on the S&P 500 index by about 80%. Not only do they retain a higher market share, but their customers are 7x more likely to try other products and services and 15x as likely to spread positive word of mouth about the brand.

The average corporate campus, conference center, or other type of LPV boasts dozens of access points, and just as many points of interest — including conference rooms, cafeterias, lobbies, offices, fitness studios and much more.

Most properties are dynamic in the sense that things are constantly shifting. Rooms may have been repurposed, renamed, or reconstructed and certain areas of the property may be off-limits the next time you visit. It's the natural state of a rapidly changing workplace.

Traditionally, it's been challenging to help visitors keep up. But with new technologies it's easier than ever.



“The number of people that stand to gain from the deployment of these technologies is monumental.”

When surveyed, 83% of customers say location services are vital to apps, 25% want notifications about nearby offers, 49% want accurate location data, and 46% want more relevant offers and coupons. An additional 47% want location-specific app content — delivered through tech like Bluetooth beacons — and 34% want personalized communications.

This shows us modern consumers want access to technology that improves their on-site experience through contextual information.

It doesn't matter what industry you're involved in; smart technologies carry a positive impact. Smart campus solutions change the business landscape, allowing you to deliver a much more comprehensive experience.

# CREATING BUSINESS VALUE FOR THE WORKPLACE EXPERIENCE

## THE MULTI-VENUE, MULTI-USER CONUNDRUM

Large organizations typically face a fundamental challenge: managing multiple buildings, multiple floors, multiple locations (even globally), and a large workforce. This often leads to disparate systems being adopted to manage individual departments and teams.

In order to keep these different locations and assets cohesive, you have to standardize operating procedures, so irrespective of where you are or who you are, the experience, expectations, and protocols are consistent. Unfortunately, most tech solutions today are siloed rather than unified.

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## A DIGITAL ECOSYSTEM DISCONNECT

This segmented approach creates serious inefficiencies across the organization, from employees and sales teams to partners and vendors. Consider the different elements in a company's digital ecosystem:

- Employee communication networks
- Employee resources/ Intranets
- Social media accounts
- Prospective client resources
- Data on campus operations
- Customer engagement initiatives/ campaigns

Disconnected channels create an inconsistent experience that is not just lower-quality, but a lot less engaging as well.

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## LACKING THE 'X-FACTOR': EXPERIENCE

[86% of B2B CMOs report](#) that they consider customer experience to be very important, yet 57% reported only marginal CX performance. They know it's vital to business growth yet they can't seem to drive material results, or understand how to.

The "x-factor" — experience - is often led by marketing or sales, with crucial information skipping over other departments, employees and even partners.

That's especially true of the on-site experience, which tends to be disconnected from a company's overall CX strategy or plan. A brand's experience should tell a complete story, regardless of who the audience is or where they are located.

# SO WHAT EXACTLY IS A SMART CAMPUS AND HOW DO I GET ONE?

Even though you already have many technology solutions in play at your venue, it's what the 'smart' campus does with those systems that makes it so valuable.

A comprehensive campus solution integrates disparate systems into a connected experience, providing incredible convenience. Much of that value is derived from streamlined operations and solutions, built on a layer location-aware technology capable of personalized interactions, real-time tracking, and instant reporting.

## THE BENEFITS OF A SMART CAMPUS

Smart technologies used on a corporate campus can provide several common benefits including lower operational costs, a more organized workforce, and accurate visitor and customer insights. In other words, higher efficiencies across the board.

But what are the more direct advantages of outfitting the average campus?

### 1

#### A UNIFIED COMMUNICATIONS SYSTEM

A singular platform that operates as a central hub can be the primary access point across your organization: amplifying communication across all team members, departments, and other internal and external brand communities.

Communication between parties is easier than ever and it's all accessible through one system. The resulting data is never lost or difficult to find. This also means that more advanced tools can be used alongside the platform (think chat, analytics, notifications).

A telling [44% of employees](#) want wider adoption of internal communication tools, which would result in greater unity across teams.

Furthermore, branding initiatives that take place across different departments are easier to coordinate and carry out. It's much simpler to keep track of the overall brand narrative when you're dealing with a single, seamless platform. Consistency is critical to building a positive brand voice.

## 2 AN ON-THE-GO EXPERIENCE

Users gain access to an always-on mobile environment. Not only does a mobile-first mindset offer personalization options, but it also allows organizations to tap into functions they wouldn't otherwise access when dealing with desktop platforms. Suddenly, you can take advantage of things like location services, cross-platform accessibility, and even contextual notifications.

Interactive maps or a searchable directory are more useful when delivered via mobile applications. Users have anytime, anywhere access. In the world of BYOD, everything can be considered an access point for the overall experience.

## 3 A COMPREHENSIVE ECOSYSTEM

Thanks to AI and smart tech, everything is more immersive and streamlined. This holds true in the enterprise and beyond.

Smart campus is all about extreme convenience, taking full advantage of IoT devices as a means to make processes simpler and more integrated. It's easier to manage third-party integrations and services when you're focused on syncing everything up with a single, comprehensive platform.

 *Experience has become the base upon which brands are judged. Deliver a sub-par experience and it reflects poorly on your entire enterprise.* 

## 4 A MORE CONTROLLED/ PERSONALIZED EXPERIENCE

Today, every brand is associated with a particular experience, which embodies both its overall reputation and value to potential customers. Bad experiences lead to lower perceived value.

A smart campus via mobile technologies allows you to cut down on the negative consequences of a mismanaged experience. More importantly, this system allows for robust personalization options, so that each experience is tailored to the individual.

Above all, smart systems integrate with existing processes to help ensure operations are streamlined and enhance all in-person visits. This is especially the case for high-profile customer meetings where the entire experience must be personalized to each visitor. You want to be able to showcase your products and services in a way that's both innovative and engaging.

## 5 MORE DETAILED INSIGHTS

Connected technologies extract greater behavioral data that can be used for actionable insights across the company and the customer journey. You can evaluate geospatial elements like hot spots, entry, exit, and capacity as well as more marketing-specific aspects like user behavior, content consumption, and social interactions. These types of insights help to more accurately control all aspects of your venue.

Data and insights on how your venue is being used puts the power back in the hands of the venue or campus operations team to create a workplace experience that is not only functional - but wows!

# FOR A BUSY VENUE, EVERY INTERACTION COUNTS

There was a time when smart, connected technologies didn't add much value - certainly not enough to warrant the cost of deployment. We are long past those days.

Take Bluetooth beacons, for example. Not only can you use them to deliver contextual and personalized notifications, but you can also build an accurate representation of what's happening within or around a property. Suddenly, you know how many people are moving about, where they are spending a majority of their time, and what that means for the rest of your operations.

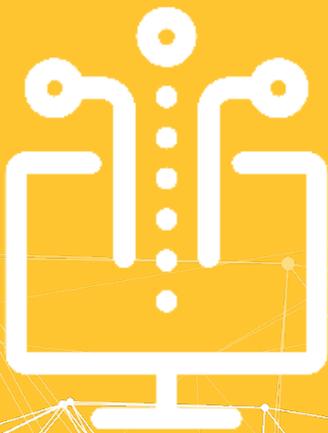
Developing a smart campus is necessary to keep up with real-world changes, many of which are driven by customer and employee expectations. That's why even a moderate increase in CX generates an average revenue

increase of \$823 million over three years for companies with at least \$1 billion in annual revenues.

The ever-evolving world of technology also plays a role, with new platforms and solutions cropping up daily.

IoT, big data, machine learning, AR and VR, cloud and remote computing, virtualization, location services, and GPS; it's game-changing no matter what industry you're in. At the heart of it all is the ability to have a system accessible from a singular platform or access point from the consumer's perspective.

It's all part of a great digital transformation, one that merges both the physical and digital mediums into an optimized on-site experience.



When it comes to the corporate campus, everything and everyone needs to be connected from an operations standpoint - across facilities, services, communications and the on-site experience.

# GOING BEYOND THE ENTERPRISE

## NOT A CORPORATE CAMPUS? KEEP READING!

Whether you manage a corporate campus, university, airport, retail shopping center or stadium, these types of next-gen solutions can transform your venue too.



### HIGHER-EDUCATION

University “smart” campuses tend to resemble small cities, with similar infrastructure making up the bulk of their solutions.

Outfitting higher-education facilities with location-aware tech will help students find their way, especially at the start of each semester. Communication tools can be used to better connect students, professors, and counselors with one another. School news and upcoming campus events are of great interest as well — a unified mobile system makes all these elements instantly accessible.



### SPORTS & ENTERTAINMENT

Gameday makers are inspired by digital fan engagement platforms that are shaping what it means to be immersed in a live sporting event or concert.

In arenas and stadiums, mobile apps and smart technologies are used to power real-time feeds, digital signage, and social interactions. The optimal fan experience includes a tailored mix of digital and physical experiences that fans can explore on gamedays and days in between.

This impacts all facets of venue operations from communications, to ticketing, merchandising, and even stadium wayfinding.



### TRAVEL & TRANSPORTATION

Complex travel properties such as airports or train stations would benefit greatly from the connected IoT technologies used on smart campuses. These solutions can provide accurate indoor navigation and mapping, event and schedule updates, contextual notifications, and more efficient crowd management.

The best apps earn their spot on users’ home screens by providing essential, timely information when they need it, making their itineraries easier to manage. This type of mobile solution has the makings of a home-screen “keeper”.



### RETAIL

Indoor location services are already finding their way into shopping centers. For instance, smart RFID tags and location trackers help prevent loss of high-value items.

Mobile technologies and IoT could streamline administration processes and manage ingress/egress flows.

With respect to hardware, Bluetooth beacons are game-changing in terms of proximity marketing.



Experience has become the base upon which brands are judged. Deliver a sub-par experience and it reflects poorly on your entire enterprise.

## FEATURES AT-A-GLANCE

Beyond the value that software solutions provide for the workplace experience, we find deeper interactions with purpose-built features that bring your venue to life.



NEWS



DIRECTORY



NOTIFICATIONS



INDEXING & MAPPING



LIVE MAPS & NAVIGATION



FITNESS & DINING



VENDOR MANAGEMENT



UNIVERSAL SEARCH



INTEGRATIONS (SECURITY)



SCHEDULING CONFERENCE ROOMS



INFORMATIONAL PAGES



# PLATFORM OVERVIEW

The CXApp is a SaaS platform built with exclusivity and scalability in mind. When it comes to customer experience, a reliable tool that can be used again and again is the best way to maximize your campus budget.

The digitization of venues calls for a universal app strategy. You simply work with one vendor that provides an immersive out-of-the box solution for your entire organization's venue management.



## BENEFITS OF A CENTRAL HUB

1. **COST EFFECTIVE.** A SaaS solution keeps costs low by leveraging the software across multiple locations.
2. **CONNECTED.** Bring people, places and things together to build brand community.
3. **INTERACTIVE.** From venue navigation to personalized notifications and venue management features, this tool is the last word in experience.
4. **CUSTOMIZED.** Your app is an adaptable solution for your specific venue location and industry.
5. **COMPREHENSIVE.** This is the only tool that provides a complete array of experience management features, for both the physical and digital realms – across all stakeholders.

CUSTOMER EXPERIENCE AS A  
**SERVICE**

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