



kloudspot

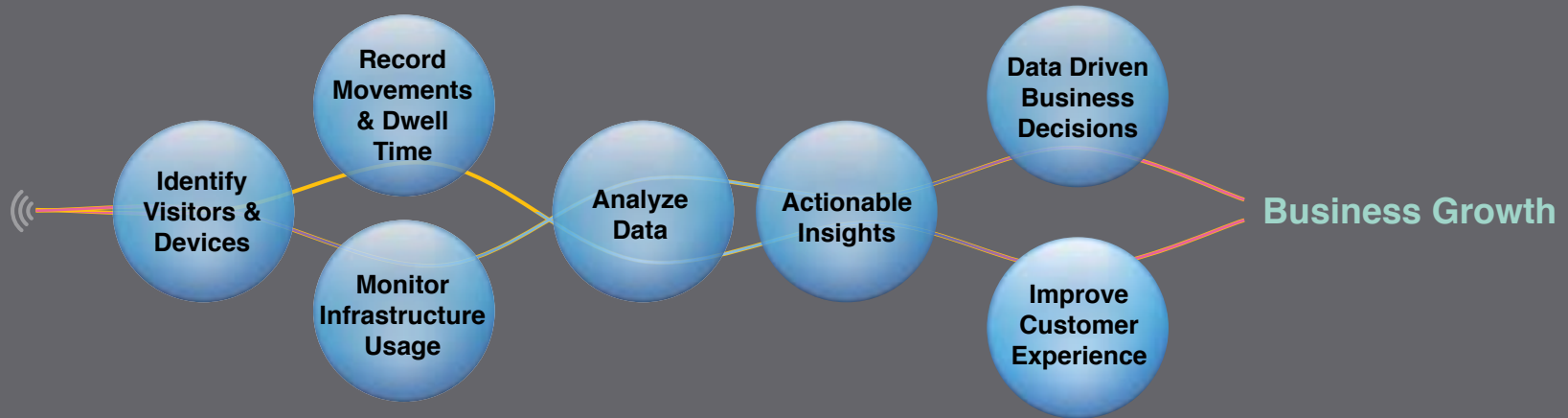
makes the right connections.

Kloudspot for Hospitality and Retail Business



How can physical businesses such as malls, parks, hotels, transportation, airports etc., harness digital technologies to understand their audience, engage them at the appropriate time and provide great experiences, thereby increasing their revenues?

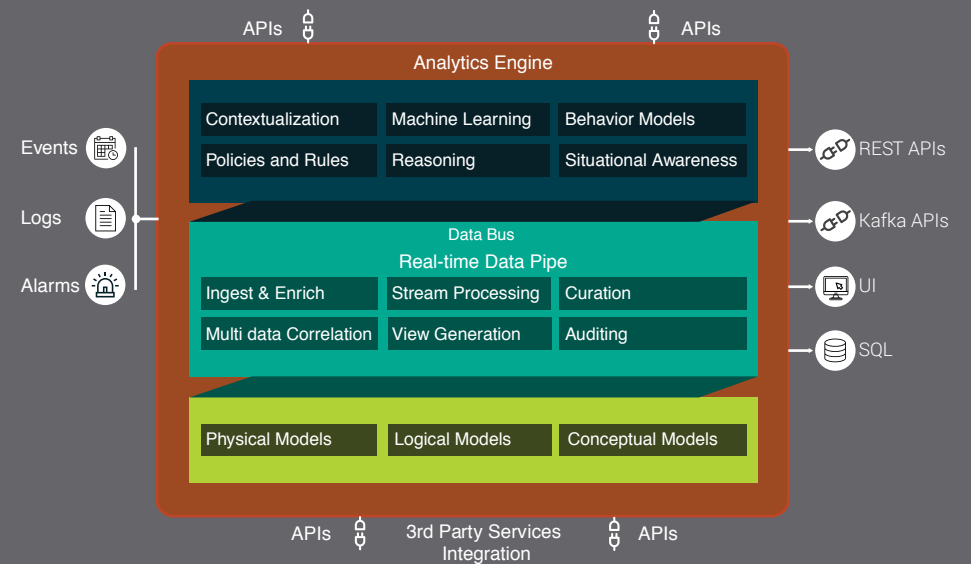
Kloudspot aims to solve this by integrating physical and digital experiences of the people. Kloudspot enables this with the Kloudspot Situational Intelligence and Engagement Platform.



Kloudspot Situational Intelligence and Engagement Platform

Kloudspot analyzes customer actions and events in the physical space providing you businesses real-time awareness of customer needs. Businesses can use harness these insights to design meaningful engagements and engagement and thereby grow the business by improving customer experience by delivering meaningful faster service response time

THE KLOUDSPOT PLATFORM



What can Kloudspot do?

Harness a wealth of rich WiFi analytics to better understand customer behaviour in your premises. Meaningful dashboards with easy to understand graphs and charts. Monitor trends to predict visitor behavior. Quantify the impact of visitor activity for business outcomes.

Lobbies, receptions, restaurants, cafes



Enable identification of loyal customers



Measure footfall and demographics



Track crowding of service areas and wait times



Captive Guest Wi-Fi and infotainment portal

Guest movement within your property



Footfall in various zones in premise



Dwell time of guests in zones



Movement of guests in premise



Repeat guests identification

Meeting rooms and event spaces



Meeting room occupancy trends



Event attendance and footfall



Guest portal for services and offers



Wi-Fi Network Assurance



Operations and safety



Locate and contact staff in real-time



Track equipment and assets



Track unauthorized personnel in zones

Integration with 3rd Party systems



IoT ready for Room & service automation



Integrate with CRM, Facility & Property Mgmt. Systems



Integrate analytics with external weather, event data



APIs to feed data into other analytics and dashboards

Captive wi-fi with social login

Captive Wi-Fi not only provide secure internet access but also connects them to your brand. Captive Wi-Fi is the first point of contact between your service promise and your customer.

The Kloudspot platform has services to

- Enable easy, secure login to Wi-Fi
- Ensure good connectivity
- Social Login
- Auto login on repeat visits

Guest infotainment and eCommerce

The Kloudspot platform can be used as an infotainment solution on city buses, railway coaches, staff transport buses and public places such as Cafés, Parks, Restaurants, Stations, Stadiums, Waiting rooms, Malls and other places. Guests can stay entertained with movies, music, news and online shopping on the go. Offers, advertisements, content and ecommerce can be enabled based on location.

Guests can easily connect to the Wi-Fi infotainment portal by using their mobile, tablet or laptop.



Cloud managed digital signage solution

Captivate your audience with powerfully innovative signage systems designed to engage! Use IoT and data mashups for your display campaigns and generate quantifiable ROI.

Salient Features:



Manage Remotely



Multimedia Support



Social Integration



ERP, CRM Integration



Indoor & Outdoor



Screen Zoning



Sensor Support



Programmatic Scheduler



4K Video Support



Layout Designer



Make your digital signage displays respond to physical events. Switch from scheduled media to reactive or on-demand experiences using sensors.

All aspects of your display usage are recorded and data can be exported.

Dashboards to help you understand your business better

Kloudspot provides meaningful, actionable insights by measuring metrics such as footfall, dwell time, zones visited, visits and frequency etc. Classify visitors by visit time and location profiles. Predict visitor behaviour based on location and trends. Design data driven engagements for visitors and take informed decisions for better business outcomes.





About Kloudspot

Kloudspot helps businesses in digital transformation by creating Intelligence Systems and Engagement Systems over cloud managed WiFi and sensor networks.

Kloudspot began by building a software defined networking solution to ensure networks were easy to install, monitor and manage and to ensure reliability at a global scale. Artificial Intelligence and Machine Learning concepts were then used to create services to manage sensors and devices to gather intelligence from the physical world. Businesses use various third party solutions to run their business. In order to make digital transformation effective, Kloudspot built methods to integrate and correlate data from WiFi networks, from the sensors and from existing third party CRM and PMS systems with the client. Kloudspot's data analytics enables intelligence to be derived from these co-related data.

For product information visit:
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