Contactless Government Engagement COVID Safe IOT Loyalty Experiences

WELCOME TO THE CITY OF SANTA MONICA
Complimentary phone charging

Introducing smart products to deliver contactless experiences that increase civic engagement, engages community with useful resources, and builds trust.

Grow Community

Invite community to leverage mobile devices for engagement with municipal services & 24/7 assistance.

Increase Visitor Resources

Optimize visitor experiences for wayfinding, shop local, gamification, social amplification, and feedback.

Behavioral Insights

Community and visitor insights offer for implied feedback to curate more targeted experiences delivering ROI.

mobile voting · Global Mobile · FORRESTER Top Vendor

What We Do in the Civic Sector

QWASI provides a flexible contactless management platform that curates contactless touchpoints and mobile experiences where communities and visitors can engage, earn points, redeem rewards, and stay current 24/7.

Comprehensive QWASI loyalty points coverage includes

✓ MOBILE VOTING   ✓ VISTOR CENTERS

✓ WAYFINDING   ✓ ADVERTISING

Flexible API for seamless integrations . . .

WebEx Teams   WebEx   Contact Center   Meraki   Cisco Vision
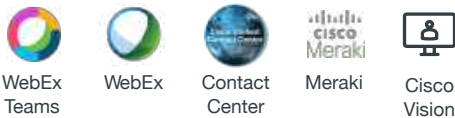
integrates with all CRM and Campaign Automation tools

One powerful platform

- Connects to any system via API to drive brand engagement, acquisition, and mobile communication for real time experiences

- Offers segmented communication by guest type, device, location, and language

Grow CRM and loyalty

- Manages the complete end to end guest journey communication

- Gamifies every action from asset activation to mobile engagement

- Elevates VIP experiences with reminders, smart swag, mobile chat for immediate support

Business intelligence

- Showcases macro and micro analytics for behavioral insights

- Provides location, weather, language for guest personalization

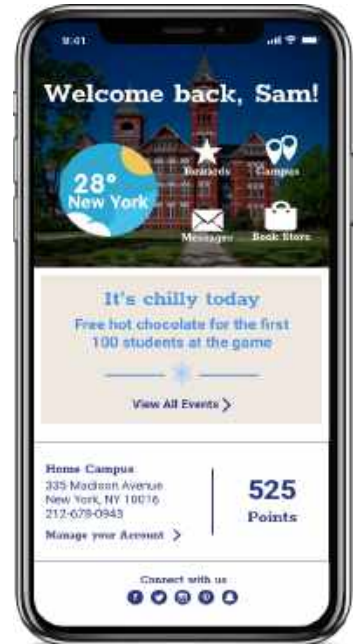- Offers scalable admin for varying types of application management

Back to School Second Screen Experiences Smart Contactless Check-in & Support

Creating smart digital assets that engage communities remotely to deliver personalized mobile experiences and relevant communication.

Optimize IT

Leverage infrastructure for real time data listening that aggregates to unique individuals

Drive Innovation

Create custom experiences and unlock mobile first communication solutions

Achieve Results

Connect and manage assets, users, messaging, experiences, and IT together

What We Do in the Education Sector

QWASI works across multiple groups at schools and universities to tailor mobile experiences to optimize engagement for prospects, students, staff, alumni, parents, and sponsors.

SOLUTIONS

- ✔ ACQUISITION
- ✔ ALERTING
- ✔ MARKETING
- ✔ INNOVATION
- ✔ DEVELOPMENT
- ✔ SUSTAINABILITY
- ✔ LOYALTY
- ✔ MEDIA / SOCIAL

Flexible API for seamless integrations . . .

WebEx Teams   WebEx   Contact Center   Meraki   Cisco Vision

"QWASI provides us with the opportunity to connect with our students in an innovative way." – Scott Donnelly, Marketing Director at Fordham University

Challenges

- Does not require an app download, nor require users to keep an app installed

- Negates reliance on email and phone call communication by optimizing mobile chat

- Immediately sends chat data into support collaboration rooms for more efficient, high touch, personalized support

Innovation

- Creates an opportunity for more meaningful engagement by identifying unique individuals as prospective students, parents, and alumni as they arrive on campus, enter a building, tap an object, signup for events, and post in social

- Enables innovation and hackathons to take ideas from the classroom and scale solutions.

New Revenue

- Facilitates 365 degree view of individuals, pairs data by persona, segments for communication, and offers real time data on mobile engagement.

- Enhances brand engagement, donor relations, streamlines support, and enables group collaboration.

cisco Compatible