NTT

Daikin | Europe | Austria | Retail | Digital Infrastructure

How Daikin uses the cloud to strengthen customer loyalty and retention

At a glance

Which services?

- Consulting, Professional, and Support Services

Which technologies?

Cisco Meraki cloud services with the following components:
- MX Security Appliance
- MS Switch Platform
- MR Wireless Access Points
- Cloud-based solution for the retail sector
- Secure guest WLAN
- Cloud-management of allocations worldwide
- Auto VPN (site-to-site)
- Client VPN
- Central reporting

Which partners?

- Cisco Meraki

DAIKIN

'To understand and react to our customers' needs better is a top priority for us. We needed optimal support with an innovative network and analytics solution.'

Daniel Kobelt, Digital Transformation Manager, Daikin Central Europe

Why Daikin needed to reach their customers directly

As one of the world's leading suppliers of air conditioning Daikin needed a forum to speak directly to their customers and showcase their products, allowing them to experience what Daikin's air conditioning or heating devices would look like in their own homes.

Read more

How Daikin leveraged location analytics

By using Cisco Meraki's location analytics, Daikin are able to strengthen customer retention and loyalty. In addition, the system is able to deliver security and data protection, both of which are a top priority.

Read more

What Daikin learned from their location data

The cloud-based solution that Daikin deployed allowed them to better understand their customers and implement a service that gives them control of their environment from their smart device.

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DAIKIN

'With the location analytics from our new network solution, we are able to gather anonymized statistical data from our customers. This way, we can optimally cater to their needs and offer a more comprehensive service.'

Carl Lievens, Managing Director, Daikin Central Europe

Why Daikin needed to reach their customers directly

As one of the world's leading suppliers of air conditioning Daikin needed a forum to speak directly to their customers and showcase their products, allowing them to experience what Daikin's air conditioning or heating devices would look like in their own homes.

With about 67,000 employees and locations in 145 countries, Daikin is a leading manufacturer and supplier of heating, ventilation and air conditioning systems, heat pumps, and refrigeration technology.

As part of its efforts to interact more closely with their customers Daikin Austria opened their first flagship store in Central Europe in Vienna.

The new flagship store was opened in response to the growing demand for professional air conditioning in private apartments and houses, and the need for associated services.

Alongside providing information to customers, a key pillar for the store is providing the opportunity for customers to experience and test heating and air conditioning devices.

This is made possible with the touch-and-feel concept that was built into the design of the store. Making this work required that the wireless network connecting all the parts of the store was intelligent enough to adapt to the specific needs of the users.

How Daikin leveraged location analytics

By using Cisco Meraki's location analytics, Daikin is able to strengthen customer retention and loyalty. In addition, the system is able to deliver security and data protection, both of which are a top priority.

'The ability to analyze location data helps us ascertain customer numbers, as well as monitor the customers' behaviour in the store. We can use this information to improve product placement,' explains Daniel Kobelt, Digital Transformation Manager at Daikin Central Europe.

The Meraki dashboard allows Daikin to evaluate anonymized statistical data on the duration of the time each customer spends in the store, and this information is used to optimize workforce deployment.

The cloud-based solution allows them to gather comprehensive statistical data on both new and returning customers. This data is fully accessible through the integration of the solution with their existing CRM and loyalty programs and is used to drive customer retention.

What Daikin learned from their location data

The cloud-based solution that Daikin deployed allowed them to better understand their customers and implement a service that gives them control of their environment from their smart device.

In order to address customers' needs, Daikin offers an app that customers can use to control their heating and air conditioning from their smartphone or tablet.

In their flagship store in Vienna they use the Meraki location heat map to identify the most heavily frequented areas in the store and target marketing information to those areas.

In addition, they are able to integrate footage from their security cameras to monitor directly the flow of people around the store.

Technology accelerates digital business

The analytics component of the new cloud-based wireless network helps Daikin better understand the needs of customers and use marketing strategies to address them in a more goal-oriented way. This is a great way to minimize wasted resources, reduce costs, and drive the purchasing decision.