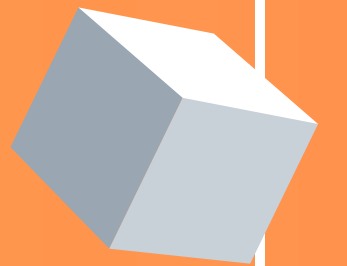




HOSPITALITY: GUEST LOYALTY CASE STUDY

How India's leading hospitality chain with maximum number of owned hotels drove superior guest experience and engagement through their loyalty program





THE CHALLENGE

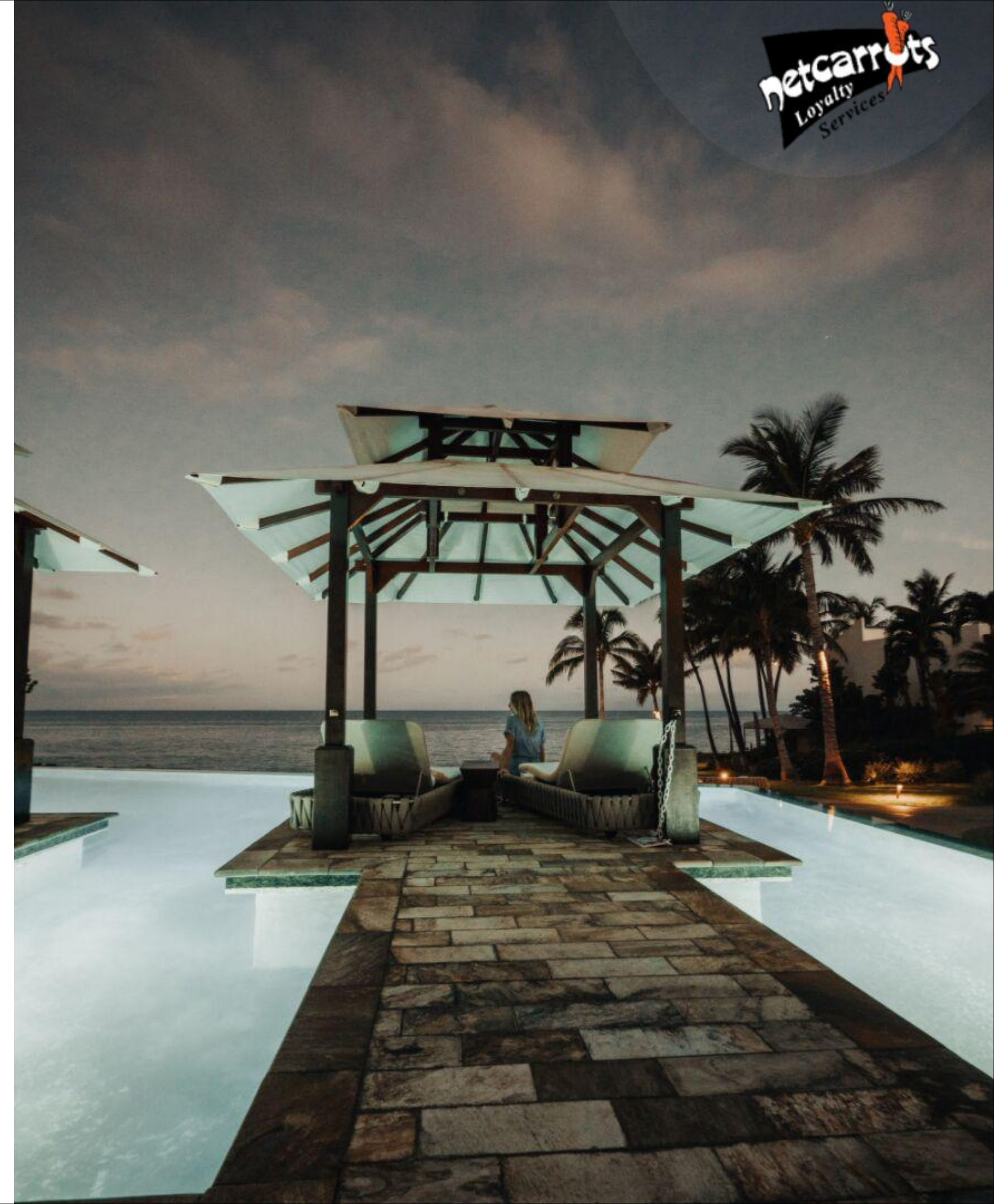
One of India's largest hospitality operators with highest rooms inventory in the country wanted to address challenges such as Poor Member Account Management, Limited Tactical Campaigns and Offers, Enrolment Process Flaws, Limited Member Segmentation, and most importantly Low Avg. Room Rent (ARR).

HOW WE STARTED

After understanding the client's business strategy, technology infrastructure, marketing objectives and operational processes, we embarked on program design. Key Objectives were defined and stakeholders brought onboard.

IDENTIFIED KEY OBJECTIVES:

- Correct and Instant Rewarding
- Increase in Member Enrolments
- Increase in ARR
- Diverting traffic from OTA to Brand Website
- Data driven Targeted Campaigns
- Driving Repeats



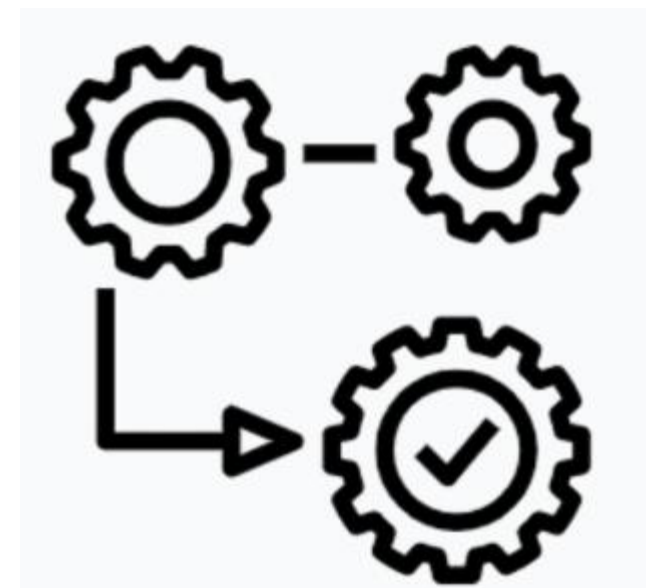
THE SOLUTION WE ORCHESTRATED



INTEGRATION WITH HOSPITALITY MANAGEMENT SYSTEM



REAL TIME INTEGRATION WITH BOOKING ENGINE



VOUCHER SOLUTION & ROOM REDEMPTION MASTER



CAMPAIGN MANAGEMENT

43%

Increase in room amount

Active base increased from
8% to 43%

**WHAT DO
THE
NUMBERS
SAY**

56%

8%

Increase in ARR

Repeat revenue generated

76CR

**WHAT DO
THE
NUMBERS
SAY**

SOME CAMPAIGNS WHICH MADE MEMBERS HAPPY

**FESTIVAL CAMPAIGNS
MISS YOU CAMPAIGNS
ENGAGEMENT AROUND
PROPERTY LAUNCHES
SPECIAL DAY CAMPAIGNS**

