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
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
Increase in room amount: 56%

Active base increased from 8% to 43%
What do the numbers say?

8% Increase in ARR

Repeat revenue generated: 76 CR
SOME CAMPAIGNS WHICH MADE MEMBERS HAPPY

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