



## Cybage Assisted an Eminent Hospitality Technology Provider Boost Its Client's Revenue by a Whopping 50%.

### About the Client



A trusted hotel partner with more than **three decades** of industry experience



Spread **across 176 countries** with local experts in 39 countries



More than **25,000 customers** are driving better business decisions to know, acquire, convert and retain guests through the **interconnected suite of solutions** provided by them



They offer innovative, **cloud-based** and **data-driven** solutions that help hotels around the world to **maximize revenue**

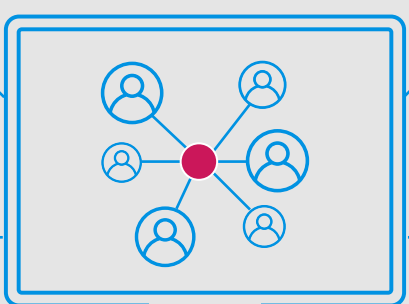
### The Business Need

**Personalized guest experiences** to have an 'out of the box' touch in the hospitality field

**Customer retention** by setting up different marketing strategies such as remarketing

Enhance the hotelier experience with **user-friendly navigation**

Identify and enhance different approaches to **increase sales productivity**



To get **deeper insights** of the hotel guests which would give a more **comprehensive view** of the **address book**

**Targeted communications** to increase engagement and drive incremental and sustainable revenue

### The Business Solution

Created **individual guest overview** to manage guest profiles to consolidate data sources and create unique guest profiles

**GMS (Guest Management System) integration with Booking Engine** to float surveys and forms to gauge guest intent and satisfaction

Offered **multi property and detailed email performance** reporting with revenue metrics, loyalty dashboard and reservation reports

Provided **configurable mechanism** for loyalty rewards program that gives opportunities to retain guests

**Optimized the Booking Engine** to capture cart abandonment and recover lost reservations

**Simplified database** enquiring for retargeting guests by creating relevant filters

Availed **linear and frictionless workflow** to encourage the use of personalized marketing and transactional emails to increase guest engagement and facilitate campaigns

### Technology Stack

Category	Technology/Framework
Frontend	  Email preheaders      Meta tags for social media
Backend	  Liquid
Devops (CI/CD + Cloud)	 
Quality & Testing	  

### Business Impact

Around **400,000+** **reservations** generated from email marketing **every year**

**Personalized emails** have **41%** higher open and click rates than **blast emails**

The use of marketing automation increased the conversion rate by **50%**

**Room upgrade** drove incremental revenue with a conversion ratio of about **15%**

**+7% Incremental monthly bookings** from personalized remarketing emails targeting the abandoners

Email conversion rates were **3x higher** than social media with a **17% higher value in the conversion**

## Cybage Travel and Hospitality

- Lodging
- Travel Distribution
- Travel Retailers
- Travel Consolidators
- MICE
- Specialty Lodging

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