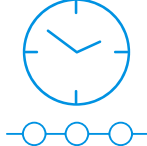




Assisted a hospitality provider by building an integrated Guest Management System (GMS) for enhanced customer experiences

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**

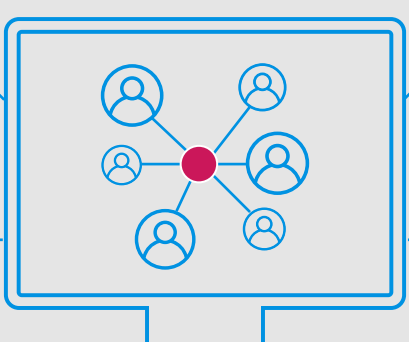
The Business Need

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	JavaScript, TypeScript, npm, React, Redux, webpack, GrapesJS, mjml, schema.org, ARIA, Email preheaders, Meta tags for social media
Backend	Java, Corretto JDK, Gradle, spring boot, node, JavaScript, OPENAPI, Open API Tools, JWT, ACL, CORS, kafka, Liquid
Devops (CI/CD + Cloud)	docker, kubernetes, git, Bitbucket, Jenkins, Spinnaker, Terraform, nosql
Quality & Testing	MailHog, Jest, TS Lint, POSTMAN, Newman + Newman plugins, Prettier, Selenium, TestNG, Allure, cucumber, sonarqube, JUnit

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**

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