

# ENABLING HOTELS **TO DO** GUEST PROFILING FOR **BETTER PERSONALIZATION**



## ABOUT THE CLIENT

A trusted hotel partner operating across 176 countries

Provides innovative cloud-based solutions to help increase revenue

Services include

- Business Intelligence,
- Reservations & Booking Engine,
- Media, Web/Video, and
- Guest Management

Helping more than 25,000 customers drive better business decisions



## BUSINESS CHALLENGES



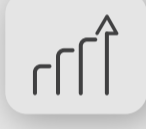
Build personalized guest relationships that drive loyalty and repeat business



Enhance customer experience with simpler and easy-to-use UI



Derive deeper insights and a 360° view of guest profiles



Identify and enhance different approaches to increase sales productivity



Targeted communication to increase engagement and drive incremental and sustainable revenue



Setup different marketing strategies including remarketing for better customer retention



Create personalized experiences through segmented and targeted campaigns

## SOLUTIONS OFFERED

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

Performed website optimization to capture abandoned bookings and recover lost reservations

Simplified database queries for retargeting guests by creating filters based on source, location, age, and top guests

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Provided configurable mechanism for loyalty rewards program to provide opportunities for retaining guests

Easy 'Guest Portal' and 'GMS' integration with drag & drop options to build unlimited survey forms; and gauge guest intent and satisfaction

Developed a linear and frictionless workflow to encourage the use of personalized marketing and transactional emails to increase guest engagement

Multi-property and detailed email performance reporting with revenue metrics, loyalty dashboard, reservation reports, and guest survey reporting

## IMPACT

### MARKETING AUTOMATION

increased the conversion rate by

**50%**

3X higher E-MAIL CONVERSION rates than social media with a

**17%** higher value in the conversion

**29%** higher OPEN and

**41%** higher CLICK RATES than blast emails

Over **7%** incremental monthly bookings from

**PERSONALIZED REMARKETING EMAILS**

**15%** increase in the conversion ratio with the use of

**ROOM UPGRADE ENGINE**

**400,000+** reservations generated from

**EMAIL MARKETING** every year



## Cybage Travel and Hospitality



Lodging



Travel Distribution



Travel Retailers



Travel Consolidators



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