

SERIES

CONVERGENCE OF GUEST, BRAND, AND PLATFORM EXPERIENCE

THOUGHT LEADERSHIP

This series examines how the hospitality industry is transitioning through the current state and shares a unified approach to improving customer, brand and platform experiences.

PART-2

1. RECAP - OVERALL SITUATIONAL ANALYSIS - “Customer First” and “Platforms For Enablement”

1. SITUATIONAL ANALYSIS : Hospitality Landscape

1.1 Hospitality Disruption
- Driven by COVID

1.2 Hospitality Transformation
- New Normal and Being Future-Ready

1.3 Hospitality Multi-Dimensional View
- Matrix of Customer, Brand, and Tech Firms

1.4 Overall Situational Analysis
- “Customer First” and “Platforms For Enablement”

The overall analysis [Fig. 1.4] concludes that it is crucial to have a quality customer platform to facilitate rapid tech-adoption by hoteliers and tech firms. An integrated view of the available customer data over distributed IT infrastructure will fuel the process of customer acquisition by regaining their trust and confidence. When in silos, data is unclear and lacks importance. Combined systems will eliminate the data discrepancies producing clean

useful data to understand guest expectations and optimize functions accordingly. Digitalization will help hoteliers provide more access to the users to customize the services they need, giving flexibility to the overall business model. This will help bring value to customers, raise awareness among guests, and adapt to the innovative approach to overcome this crisis and gain momentum over recovery in an established manner.
[Refer Part-1 for more details.]

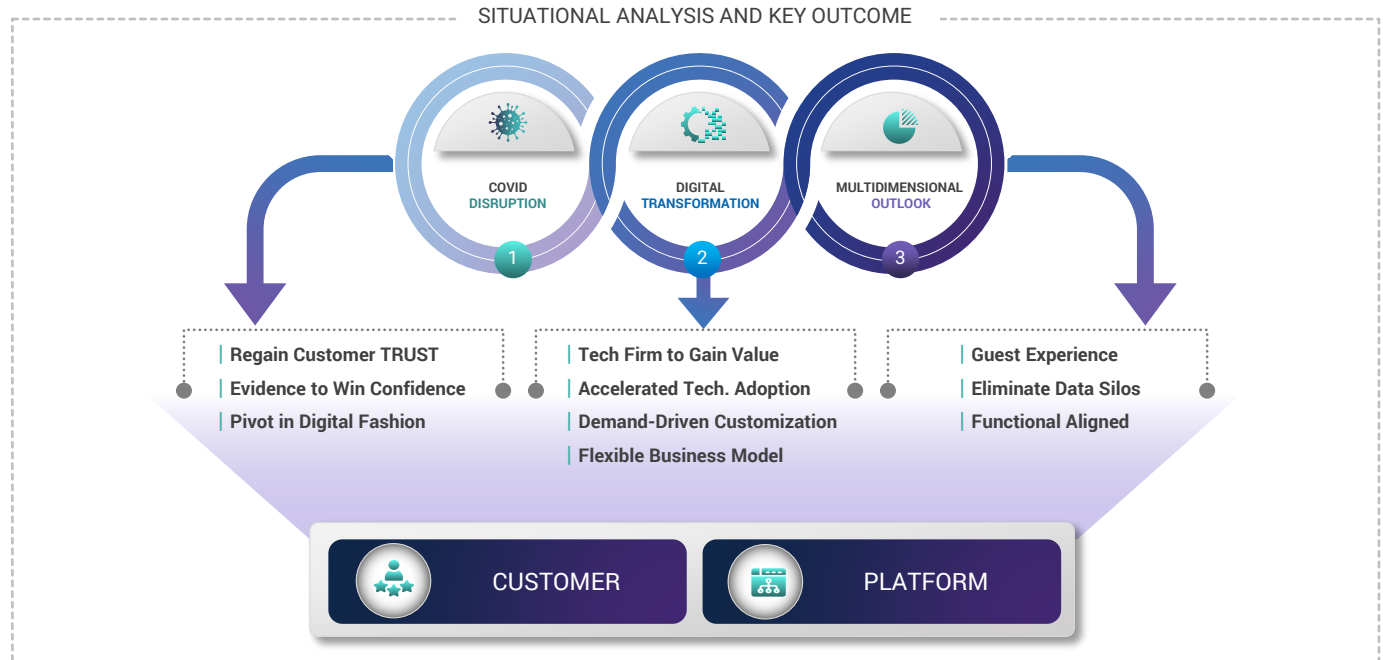


Fig. 1.4

PART - 2

CUSTOMER PLATFORM ENVISIONING A CONGLOMERATE MODEL

PAPER PREMISE

This paper explores the dynamics of the hospitality sector under numerous environments. It gives a quick situational analysis of the COVID disruption, transformation of the hospitality landscape, and multi-dimensional viewpoints of key stakeholders. It gives an account of the changing paradigm of the customer perspective and the role of digital platforms to accelerate business transformation and regain lost ground. It brings in differentiating thoughts of a conglomerate platform to drive change and provides a brief about the entire customer platform landscape with the introduction of the *one* platform that is equipped to function as an entire conglomerate platform. The paper investigates why this *one* platform has more value over proprietary hospitality platforms, and how it is adequate to satisfy the needs of the entire industry. The paper connects market research and strategies that businesses could adopt regarding long-term expenditure and preparation.

PART-2 PREMISE

At Cybage, we understand that to envision the conglomerate solution, we need to adopt stringent workflows. To do that, our holistic research starts with covering the specific aspects of customers that each platform drives. We then move on to how platform vendors are positioning the success of their platform with an enterprise viewpoint. This mitigates the gap between sales processes. Later, we elaborate on the need for a solution that is a combination of the three solutions. Lastly, Cybage analysis evaluates if this solution serves the expectations of enterprises. And most importantly, instead of evaluating different platforms, which is that one platform that serves in a unified way.

AUDIENCE

This paper aims at the C-suite of organizations, cross-functional decision-making leaderships, and transformation consultants to define a unified platform roadmap and transform enterprises to fulfill the needs of the next generation customer and align to new norms of a changing business landscape.

CONTENTS



1. SITUATIONAL ANALYSIS: Hospitality Landscape - RECAP



2. CUSTOMER PLATFORM: Envisioning a Conglomerate Model

2.1 Customer Platform Landscape | Impact on Specific Parameters

2.2 Change of Stance by CRM Players | Moving from "Relationship" to "Success" Dimension

2.3 3C Solution | CRM, CSP, and CDP

2.4 One Platform with 3C Solution | Are there Any Qualified *One* Platform?



3. PROPRIETARY CRM IN HOSPITALITY: Unveiling the *One* Platform



4. RIDING THE TRANSFORMATION JOURNEY: Cybage - The Right Partner!

CONTENTS

1. SITUATIONAL ANALYSIS : Hospitality Landscape

2. CUSTOMER PLATFORM : Envisioning a Conglomerate Model

2.1 Customer Platform Landscape - Impact on Specific Parameters

2.2 Change of Stance by CRM Players - Moving from "Relationship" to "Success" Dimension

2.3 3C Solution - CRM, CSP, and CDP

2.4 One Platform with 3C Solution - Is there Any One Qualified Platform?

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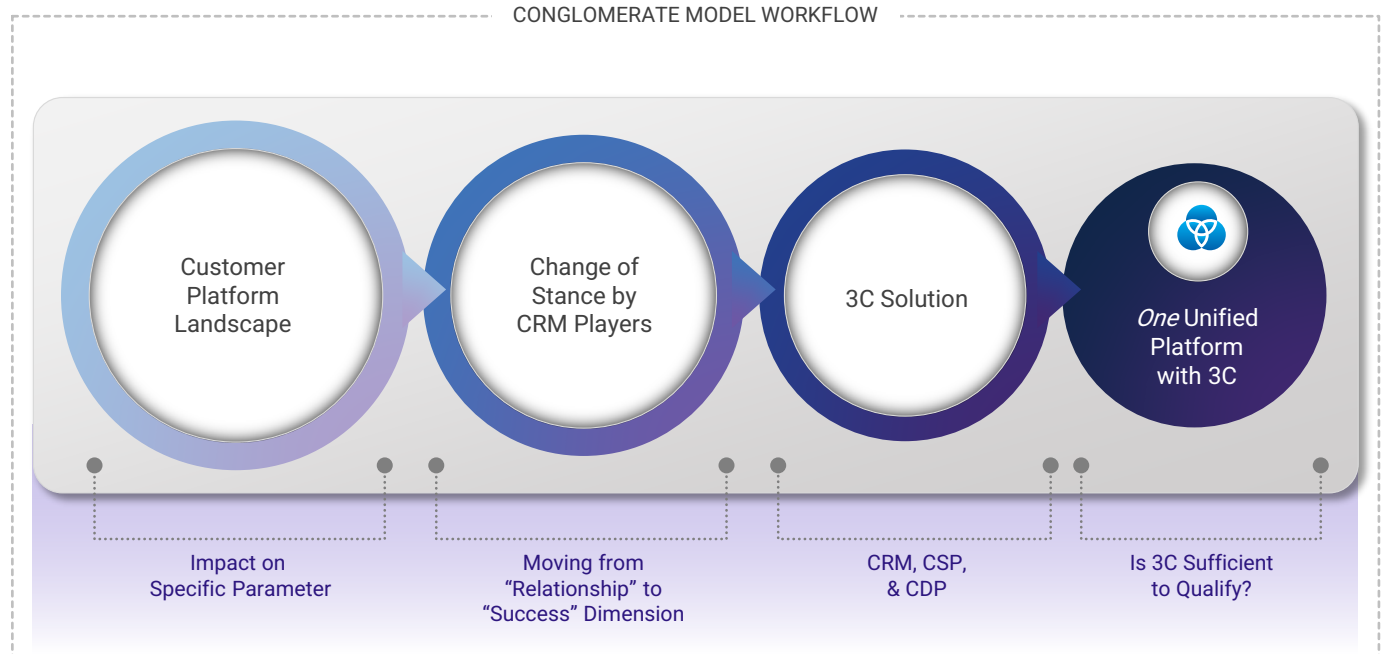
4. RIDING THE TRANSFORMATION JOURNEY : Cybage - The Right Partner!

2. CUSTOMER PLATFORM : Envisioning a Conglomerate Model

Every organization thrives due to its customers, and the ways in which organizations reach their customers are evolving even as we read this paper. [Fig. 2] Customer experience (CX) has remained a constant force driving digital transformation industry-wide, and organizations today are using customer data extensively to allure, encourage, and retain their customers

for long. Customers today demand responsiveness, analytical mindsets, and the customer-first approach. So, organizations are beginning to embrace humanity, sensitivity, and intuition to deliver new experiences.

How the entire section is projected is defined in the workflow below.



CONTENTS

1. SITUATIONAL ANALYSIS : Hospitality Landscape

2. CUSTOMER PLATFORM : Envisioning a Conglomerate Model

2.1 Customer Platform Landscape - Impact on Specific Parameters

2.2 Change of Stance by CRM Players - Moving from "Relationship" to "Success" Dimension

2.3 3C Solution - CRM, CSP, and CDP

2.4 One Platform with 3C Solution - Is there Any One Qualified Platform?

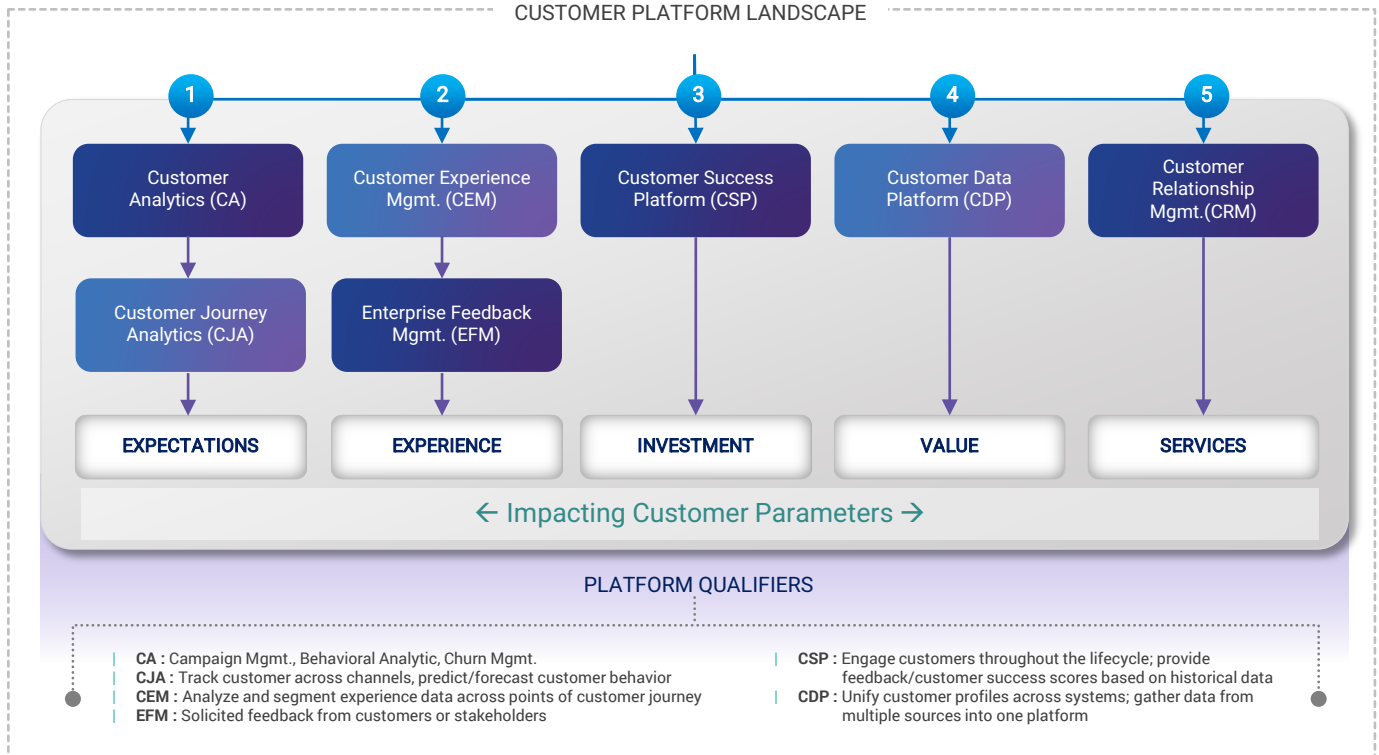
3. PROPRIETARY CRM IN HOSPITALITY : Unveiling the *One* Platform

4. RIDING THE TRANSFORMATION JOURNEY : Cybage - The Right Partner!

2.1 CUSTOMER PLATFORM LANDSCAPE - Impact on Specific Parameters

Here are some customer platforms that organizations are leveraging to ensure customer satisfaction. The market is well-populated with a variety of platforms scaling to the different demands of customers. It is vital to analyze

the kind of platform that needs to be adopted and the key business intention to solve specific pain areas. Each platform has specific customer parameters to be impacted. [Fig. 2.1]



CONTENTS

1. SITUATIONAL ANALYSIS : Hospitality Landscape

2. CUSTOMER PLATFORM : Envisioning a Conglomerate Model

2.1 Customer Platform Landscape - Impact on Specific Parameters

2.2 Change of Stance by CRM Players → - Moving from "Relationship" to "Success" Dimension

2.3 3C Solution - CRM, CSP, and CDP

2.4 One Platform with 3C Solution - Is there Any One Qualified Platform?

3. PROPRIETARY CRM IN HOSPITALITY : Unveiling the *One* Platform

4. RIDING THE TRANSFORMATION JOURNEY : Cybage - The Right Partner!

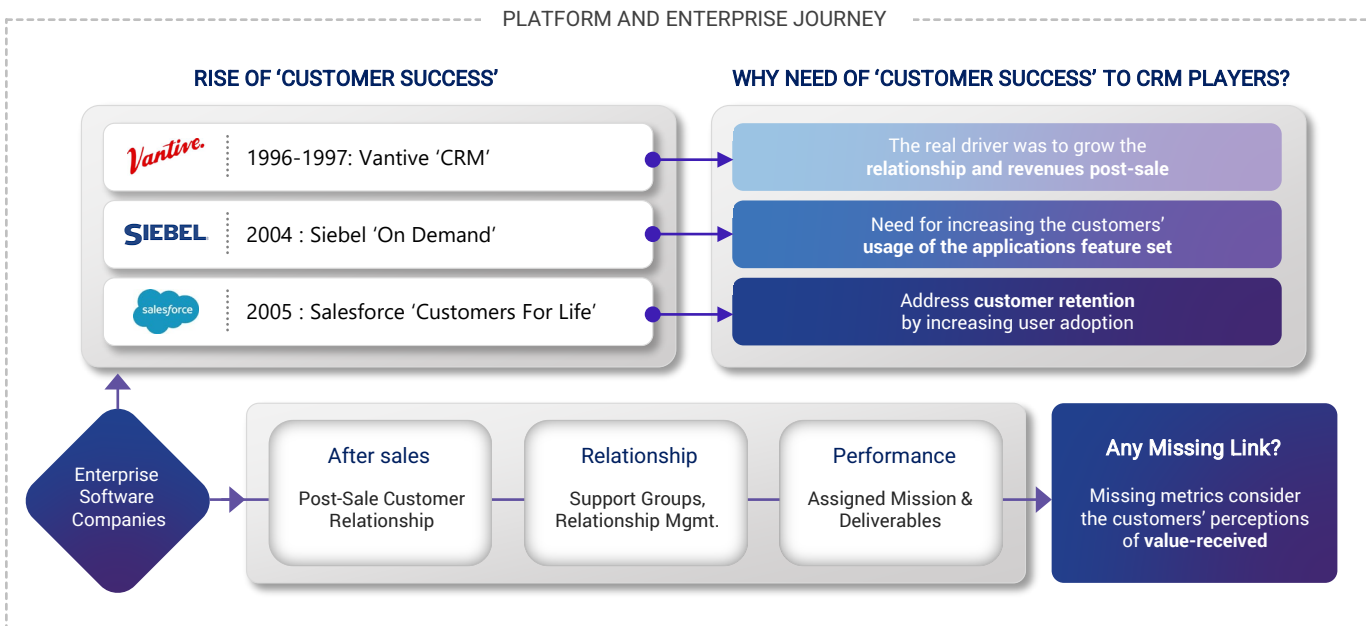
2.2 CHANGE OF STANCE BY CRM PLAYERS - Moving from "Relationship" to "Success" Dimension

The industry has observed numerous customer relationship management (CRM) platforms move from customer relationship to customer success. CRM platforms are having quite a journey from their two hot stops—'customer relationship' and 'revenue' to the futuristic need, that is retaining the customer, broadly termed as "customer success". [Fig. 2.2]

It's also being seen from the enterprise software perspective, typically after sales to performance journey; what is missing is measurement, which brings

to the table the kind of value a customer has received. And that's the turning point of CRM with success.

Customer success along with CRM helps to identify and concentrate on problematic customers and resolve their issues, thus reducing churn and growth in up-sell/cross-sell. By combining these platforms, organizations have aligned their operations around customers, which has a significant impact on customer lifetime value.



CONTENTS

1. SITUATIONAL ANALYSIS : Hospitality Landscape

2. CUSTOMER PLATFORM : Envisioning a Conglomerate Model

2.1 Customer Platform Landscape

- Impact on Specific Parameters

2.2 Change of Stance by CRM Players

- Moving from "Relationship" to "Success" Dimension

2.3 3C Solution

- CRM, CSP, and CDP

2.4 One Platform with 3C Solution

- Is there Any One Qualified Platform?

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4. RIDING THE TRANSFORMATION JOURNEY : Cybage - The Right Partner!

2.3 3C Solution - CRM, CSP, and CDP

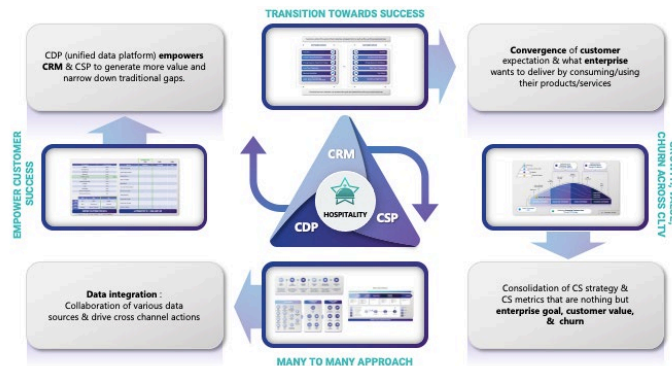
Customer relationship management (CRM) with customer data platform (CDP) and customer success platform (CSP) becomes a powerful mega-platform model. Together, this platform provides insights into customer support, automating emails, and direct interactions with current and future customers. CDPs clean and deliver structured data collected from various sources and make it available to other systems. CSPs accumulate customer data over *one* platform such as CRMs and other customer facing systems; they create and define customer profiles.

Hoteliers can utilize these platforms to analyze and understand customer behavior based on travel history and other factors helping them in segmentation to develop marketing campaigns. They also perform predictive analytics exhibiting customer behavior across online and offline channels.

CSPs provide a comprehensive 360° view of guests with their entire travel history. It has enormous power to impact parameters like services, customer investment, and value which ultimately improve expectations and experience.

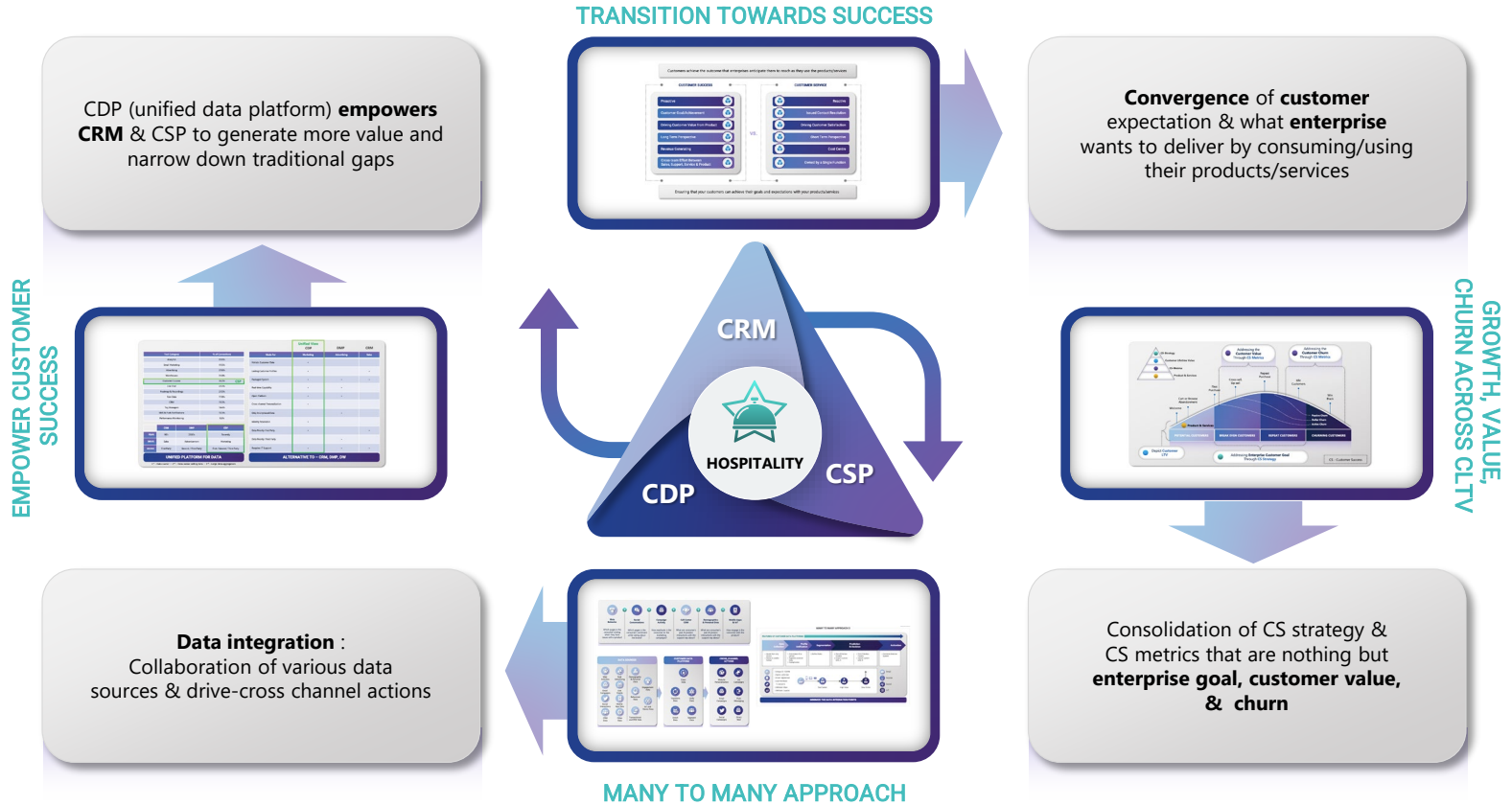
With CRM, CDP, and CSP together, an organization can build a robust insightful report comprising the analysis based on historic and current guest activities. Hoteliers can leverage combined capabilities of these platforms to integrate seamlessly with their disparate systems worldwide and access guest data from numerous touchpoints. Furthermore, the data can be used to enhance and optimize operations and help guests to achieve their expectations.

SPECIFICS OF REALIZING 3C SOLUTION & VALUE ADD



<< Check Sequence For Enlarged View >>

SPECIFICS OF REALIZING 3C SOLUTION & VALUE ADD



<< Check Sequence For Enlarged View >>

TRANSITION TOWARDS SUCCESS

Customers achieve the outcome that enterprises anticipate them to reach as they use the products/services

CUSTOMER SUCCESS

Proactive



Customer Goal/Achievement



Driving Customer Value from Product



Long-Term Perspective



Revenue Generating



Cross-Team Effort Between Sales, Support, Service, & Product



CUSTOMER SERVICE



Reactive



Issued Contact Resolution



Driving Customer Satisfaction



Short-Term Perspective



Cost Centre



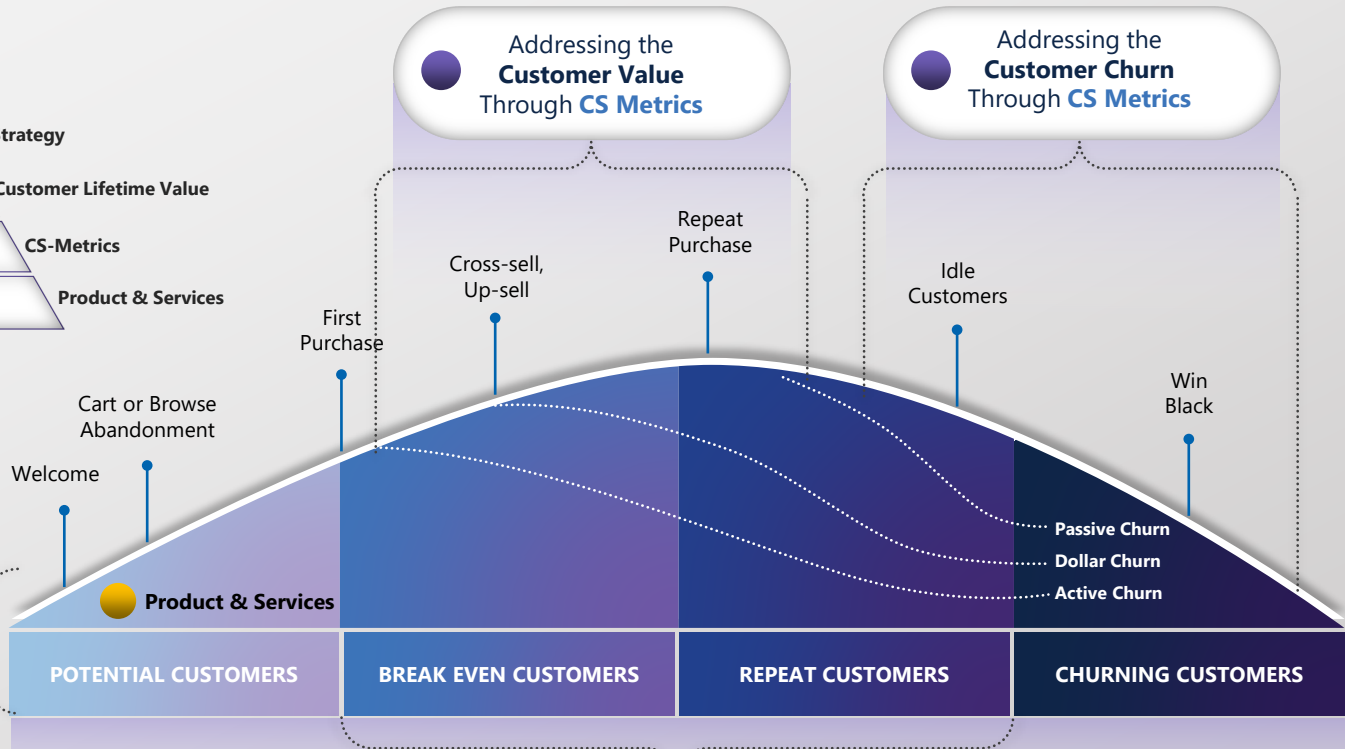
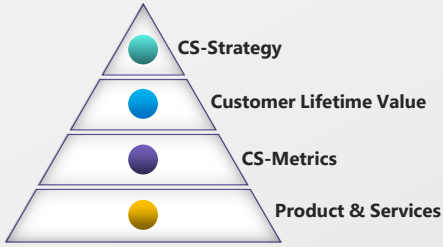
Owned by a Single Function

vs.

Ensuring that your customers can achieve their goals and expectations with your products/services

**Sourced From The External Resources*

GROWTH, VALUE, CHURN ACROSS CLTV



● Depict **Customer LTV**

● Addressing **Enterprise Customer Goal** Through **CS Strategy**

CS - Customer Success

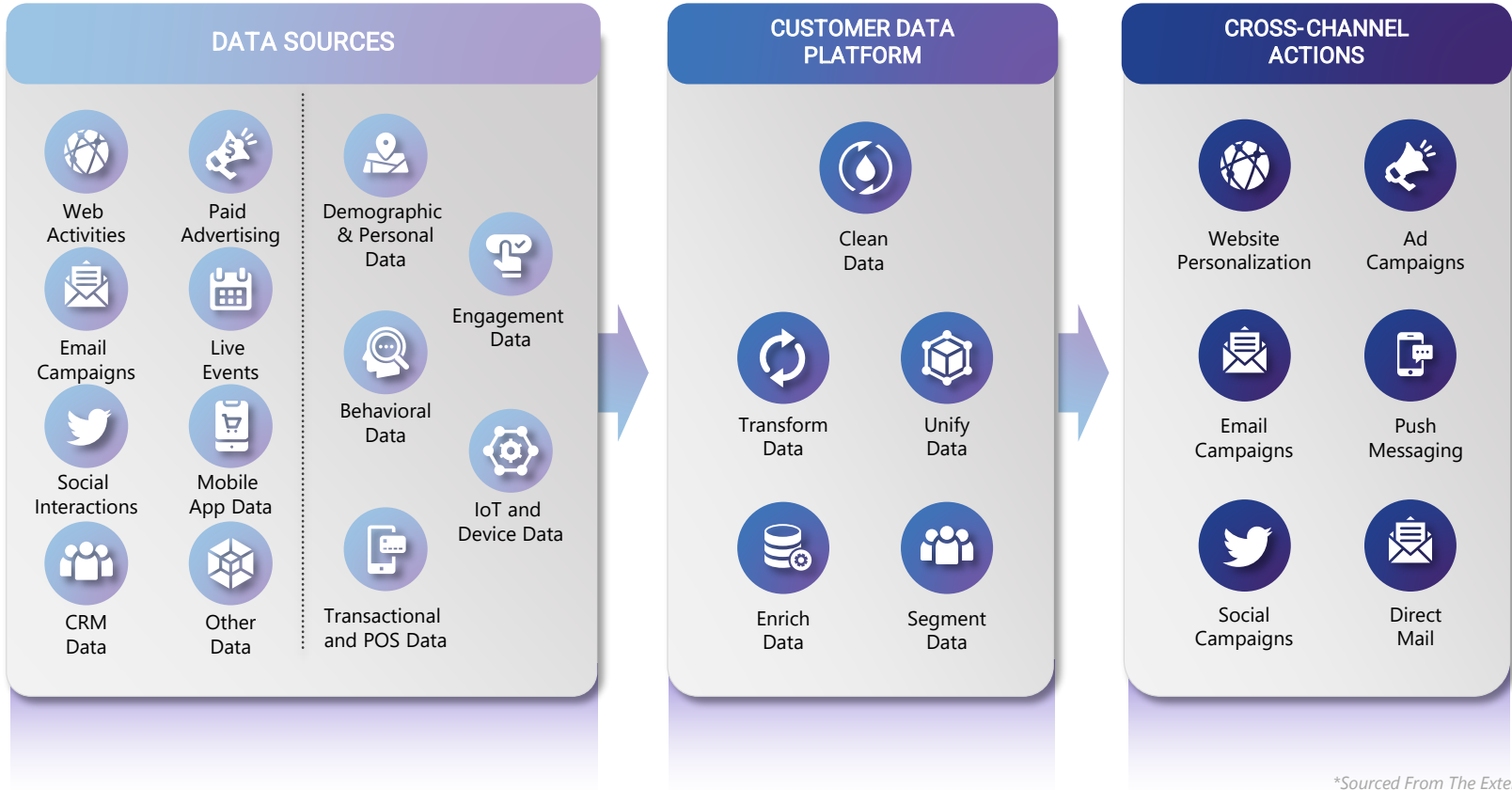
PERSONALISED EXPERIENCE APPROACH

To Build a Truly Personalized Experience, Businesses Need to Capture & Combine Data From Various Channels



*Sourced From The External Resources

MANY TO MANY APPROACH

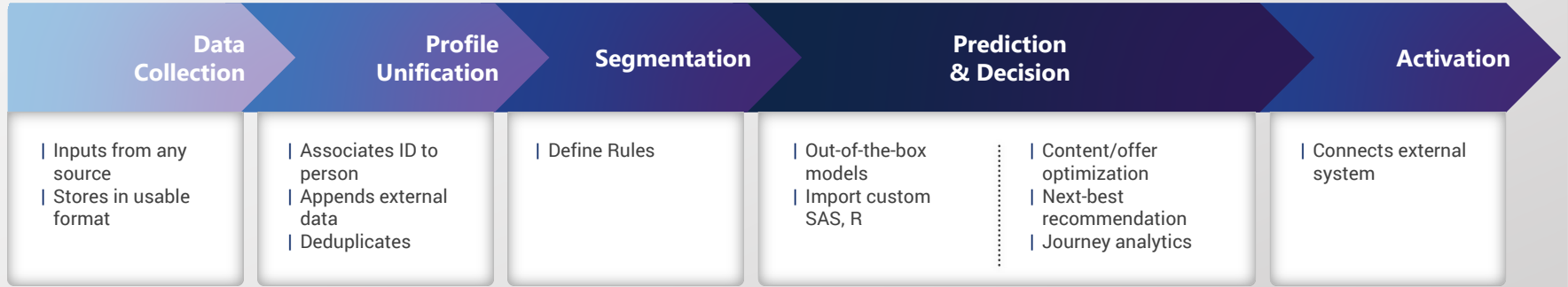


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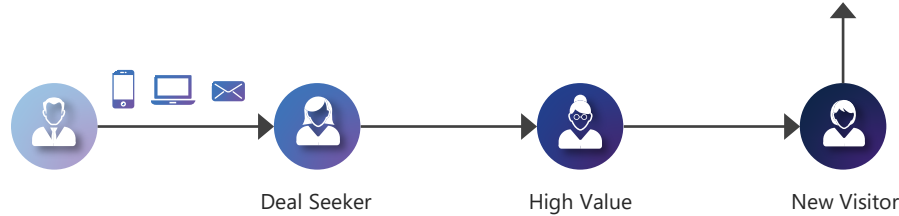
CDP WORKFLOW



FEATURES OF CUSTOMER DATA PLATFORMS



| Unique ID: 123456
 | Name: John Doe
 | Email: id@domain
 | Last Purchase: 11/24/2015
 | Attribute: Male
 | Attribute: Loyalist



Email
 Mobile
 Social
 IoT

MINIMIZE THE DATA INTEGRATION POINTS

*Sourced From The External Resources

EMPOWER CUSTOMER SUCCESS



Tool Category	% of Connections
Analytics	83.6%
Email Marketing	41.5%
Advertising	31.6%
Warehouses	31.0%
Customer Success	26.2% CSP
Live Chat	23.3%
Heatmap & Recordings	21.5%
Raw Data	17.8%
CRM	15.3%
Tag Managers	14.4%
SMS & Push Notifications	12.3%
Performance Monitoring	9.3%

	CRM	DMP	CDP
YEAR	90's	2000's	Recently
DRIVE	Sales	Advertisement	Marketing
SOURCE	First Party	Second / Third Party	First / Second / Third Party

UNIFIED PLATFORM FOR DATA

1st – Data owner | 2nd – Data owner selling data | 3rd – Large data aggregators

Made For	Unified View CDP	DMP	CRM
	Marketing	Advertising	Sales
Holistic Customer Data	•		
Lasting Customer Profiles	•		•
Packaged System	•	•	•
Real-time Capability	•	•	
Open Platform	•	•	
Cross-Channel Personalization	•		
Only Anonymized Data		•	
Identity Resolution	•		
Data Priority: First Party	•		•
Data Priority: Third Party		•	
Requires IT Support	•	•	•

ALTERNATIVE TO – CRM, DMP, DW

*Sourced From The External Resources

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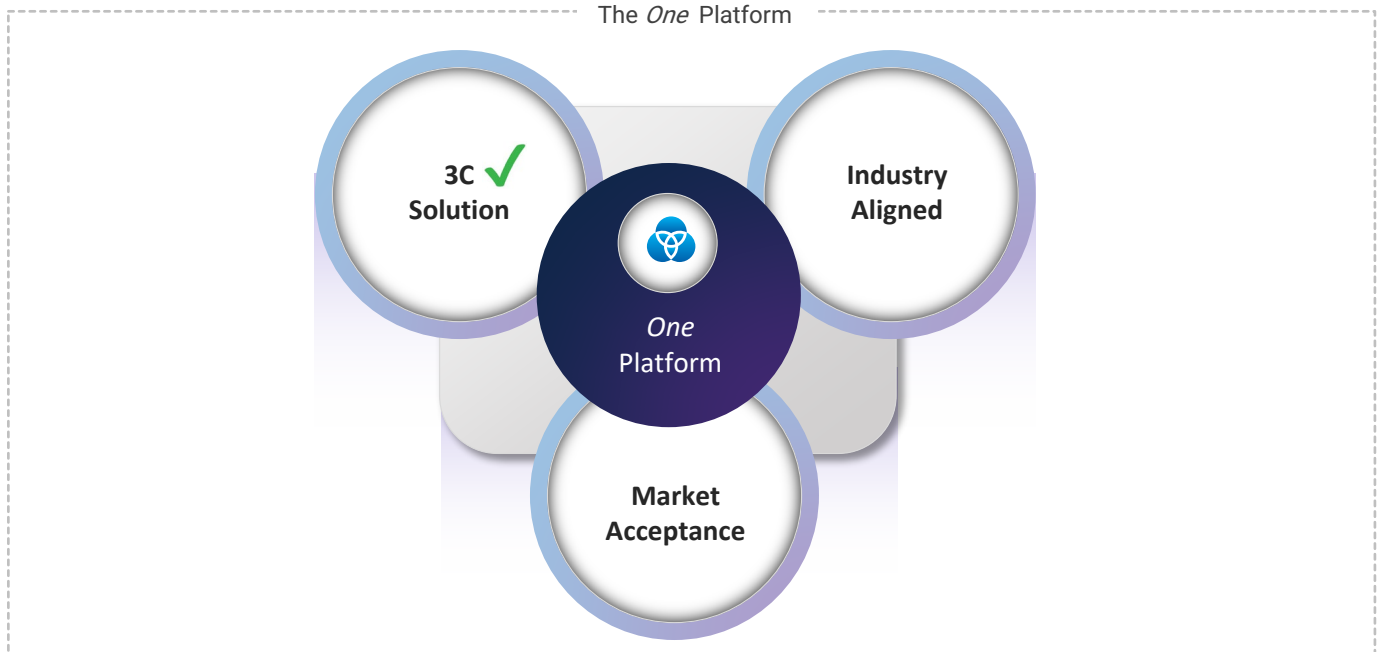
3. PROPRIETARY CRM IN HOSPITALITY : Unveiling the *One* Platform

4. RIDING THE TRANSFORMATION JOURNEY : Cybage - The Right Partner!

2.4 THE *ONE* PLATFORM WITH 3C SOLUTION - Are there Any Qualified *One* Platform?

We need the *one* platform that has conglomerate capabilities to combine the powers of CRM, CSP, and CDP. It should eliminate the need to look after multiple vendors to justify the need of combining various customer platforms.

This *one* platform should not just have the capability to engulf the 3C solution but should also possess the hospitality industry-specific capabilities to address the industry-specific needs. Additionally, it should have the ability to manage holistic customer requirements and should have a wide acceptance in the industry with a proven track record. Its out-of-box features should empower enterprises to extend or rebuild new business models.



NEXT PART

WHAT'S COMING NEXT? UNVEILING THE *ONE* PLATFORM

CONTENTS

1. SITUATIONAL ANALYSIS :
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2. CUSTOMER PLATFORM :
Envisioning a Conglomerate Model

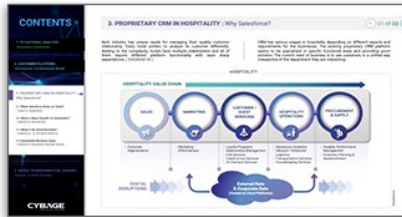
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JOURNEY : Cybage - The Right Partner!

3. WHAT'S COMING NEXT : Unveiling the *One* Platform

In the final part, we'll learn what are the personalized use cases of CRM in the hospitality industry, how the usage of CRM varies across hospitality value chain, where does the proprietary hospitality CRM stand, and which is the *one* platform that qualifies to become the enabler of 3C solution. We'll also find out how that *one* platform qualifies not only from the 3C solution perspective but also from the universal adoption viewpoint depending upon the size of the enterprises. Lastly, we'll touch upon the success stories of the *one* platform in hospitality largely driving the 3C viewpoint.

PART-3 HIGHLIGHTS



3.4 HOSPITALITY BUSINESS CASES - Salesforce Hospitality Success Stories

The following are a group of the best global business cases delivered by Salesforce in the Hospitality industry

Business Case	Implementation via Salesforce
Hotelier Partner Management, Booking Management, and Revenue Management	Marriott Case Study
Operational cost and capacity to demand driven operational excellence	Starwood Case Study
Hyper-personalized customer experience to boost repeat business	Marriott Case Study, Hilton & Waldorf Astoria Case Study
Self-serve customer experience to boost repeat business	Marriott Case Study & Hilton & Waldorf Astoria Case Study
Automated, personalized management and marketing content to target high value leads	Marriott Case Study & Hilton & Waldorf Astoria Case Study
Hyper-targeted campaign marketing strategy to improve lead quality	Marriott Case Study & Hilton & Waldorf Astoria Case Study
Revenue management through hyper-personalized offers to increase revenue	Marriott Case Study & Hilton & Waldorf Astoria Case Study
Automated customer engagement to boost repeat business and increase revenue	Marriott Case Study & Hilton & Waldorf Astoria Case Study
Marketing & content self-serve address to 100% management efficiency	Marriott Case Study & Hilton & Waldorf Astoria Case Study
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Stay tuned for the LAST PART...



THANK YOU!



Cybage Software is a technology consulting organization specializing in outsourced product engineering services. As a leader in the technology and product engineering space, Cybage works with some of the world's best Independent Software Vendors (ISVs).

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