

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-3

1.4 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.]

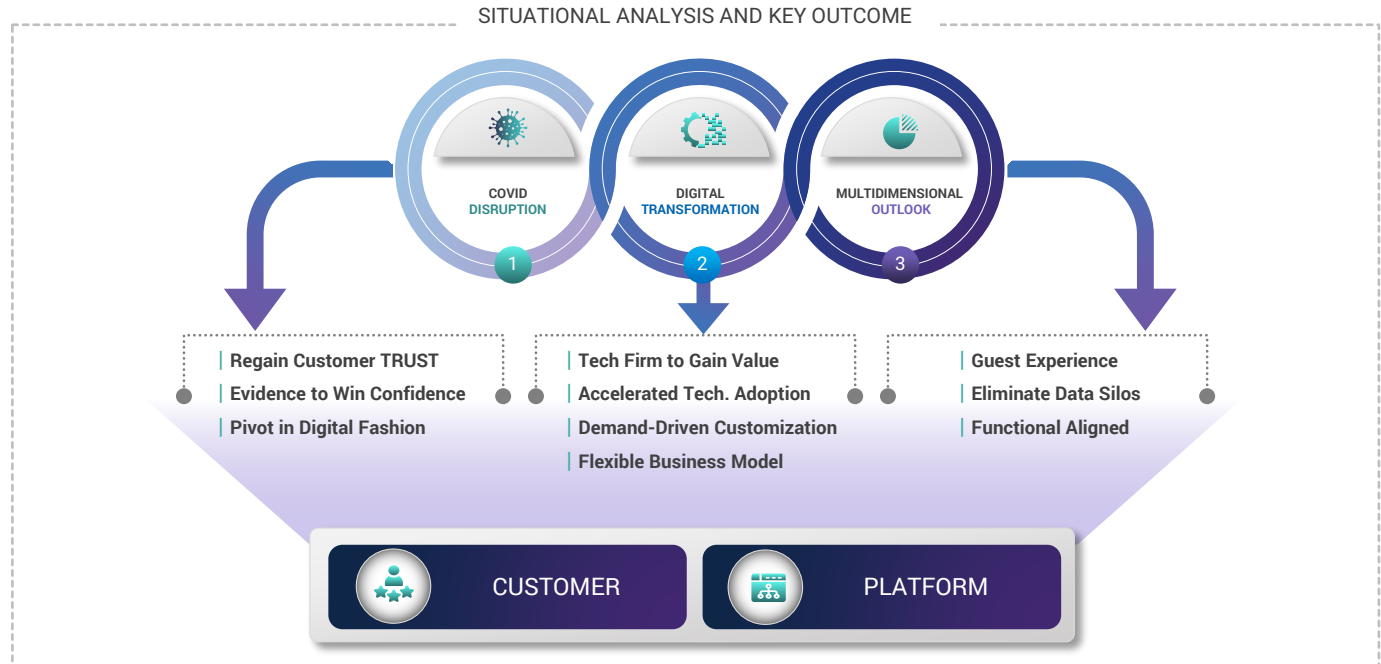


Fig. 1.4

2. RECAP - ONE PLATFORM WITH 3C SOLUTION - Are there Any Qualified *One Platform*?

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*?

We need that *one platform* that has the conglomerate capabilities to combine the powers of CRM, CSP, and CDP. It should eliminate the need to look after multiple vendors and justify the need of combining various customer platforms. That *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 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. [Refer Part-2 for more details.]

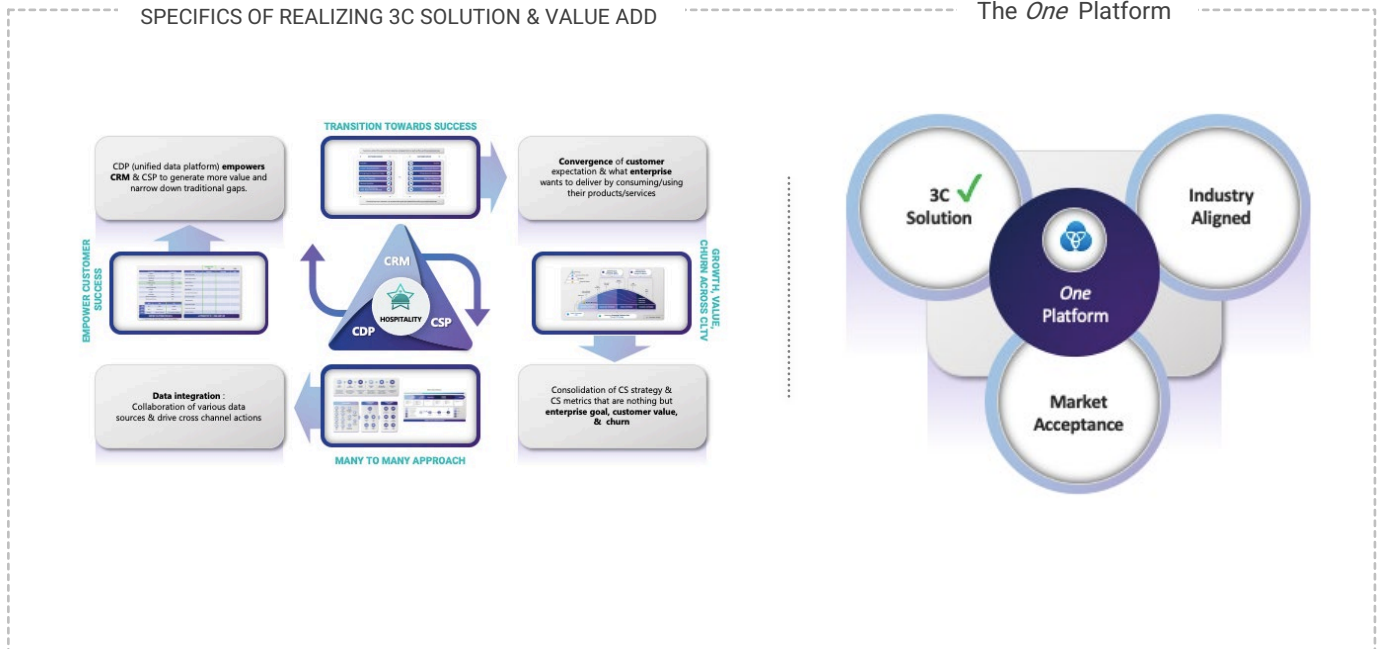


Fig. 2.4

PART-3

PROPRIETARY CRM IN HOSPITALITY UNVEILING THE *ONE* PLATFORM

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-3 PREMISE

Basis Cybage perspective, we understand that it is not enough to have a pure technical viewpoint. Moreover, it is important to comprehend the consumption of pure customer platforms by the hospitality industry. Further our focus on the industry-specific requirements checks how this one platform fits both the technology and business sides. Cybage recognizes the gap in existing proprietary CRM platforms and knows that this one platform is the right fit for the evolving vision of the industry.

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 - RECAP



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

3.1 One Platform with 3C Solution | Salesforce Qualifies

3.2 What Salesforce Brings to the Table? | Value to Hospitality

3.3 What Is In for Small Business? | Salesforce - A Versatile Platform.

3.4 Hospitality Business Cases | Salesforce Hospitality Success Stories



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

4.1 Cybage Conclusion | Findings & Remarks

4.2 Cybage | As a Strategic Partner

1. SITUATIONAL ANALYSIS :

Hospitality Landscape

2. CUSTOMER PLATFORM :

Envisioning a Conglomerate Model

3. PROPRIETARY CRM IN HOSPITALITY : →

Unveiling the *One* Platform

3.1 One Platform with 3C Solution

- Salesforce Qualifies

3.2 What Salesforce Brings to the Table?

- Value to Hospitality

3.3 What Is In for Small Business?

- Salesforce - A Versatile Platform

3.4 Hospitality Business Cases

- Salesforce Hospitality Success Stories

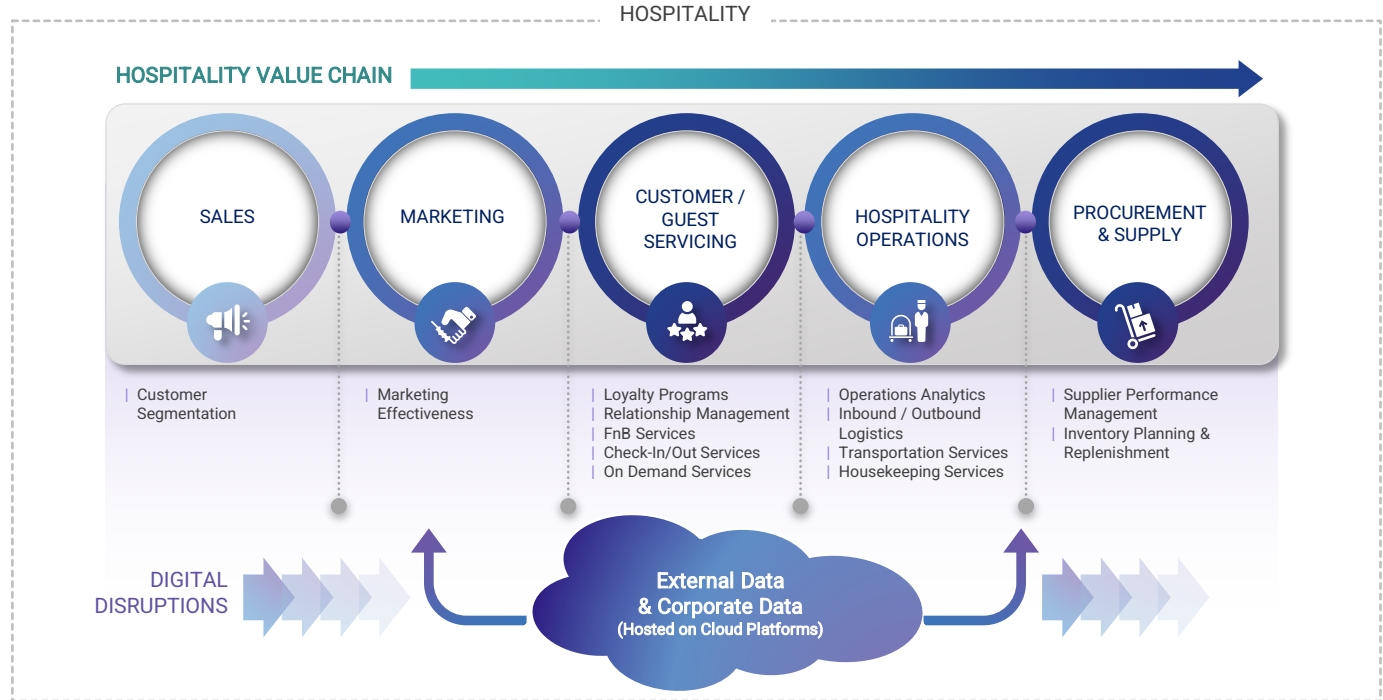
4. RIDING THE TRANSFORMATION

JOURNEY : Cybage - The Right Partner!

3. PROPRIETARY CRM IN HOSPITALITY : Unveiling the ONE Platform

Each industry has unique needs for managing their customer relationships. Every hotel prefers to analyze its customers differently. Adding to the complexity, most hotels have multiple stakeholders and all of them require a different platform functionality with razor sharp expectations. [Fig. 3A]

CRM has various usages in hospitality depending on different aspects and requirements for businesses. The existing proprietary CRM platform seems to be specialized in specific functional areas and providing point solutions. The current need of business is to see customers in a unified way, irrespective of the department they are interacting with.



1. SITUATIONAL ANALYSIS : Hospitality Landscape

2. CUSTOMER PLATFORM : Envisioning a Conglomerate Model

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

3.1 One Platform with 3C Solution

- Salesforce Qualifies

3.2 What Salesforce Brings to the Table?

- Value to Hospitality

3.3 What is In for Small Business?

- Salesforce - A Versatile Platform

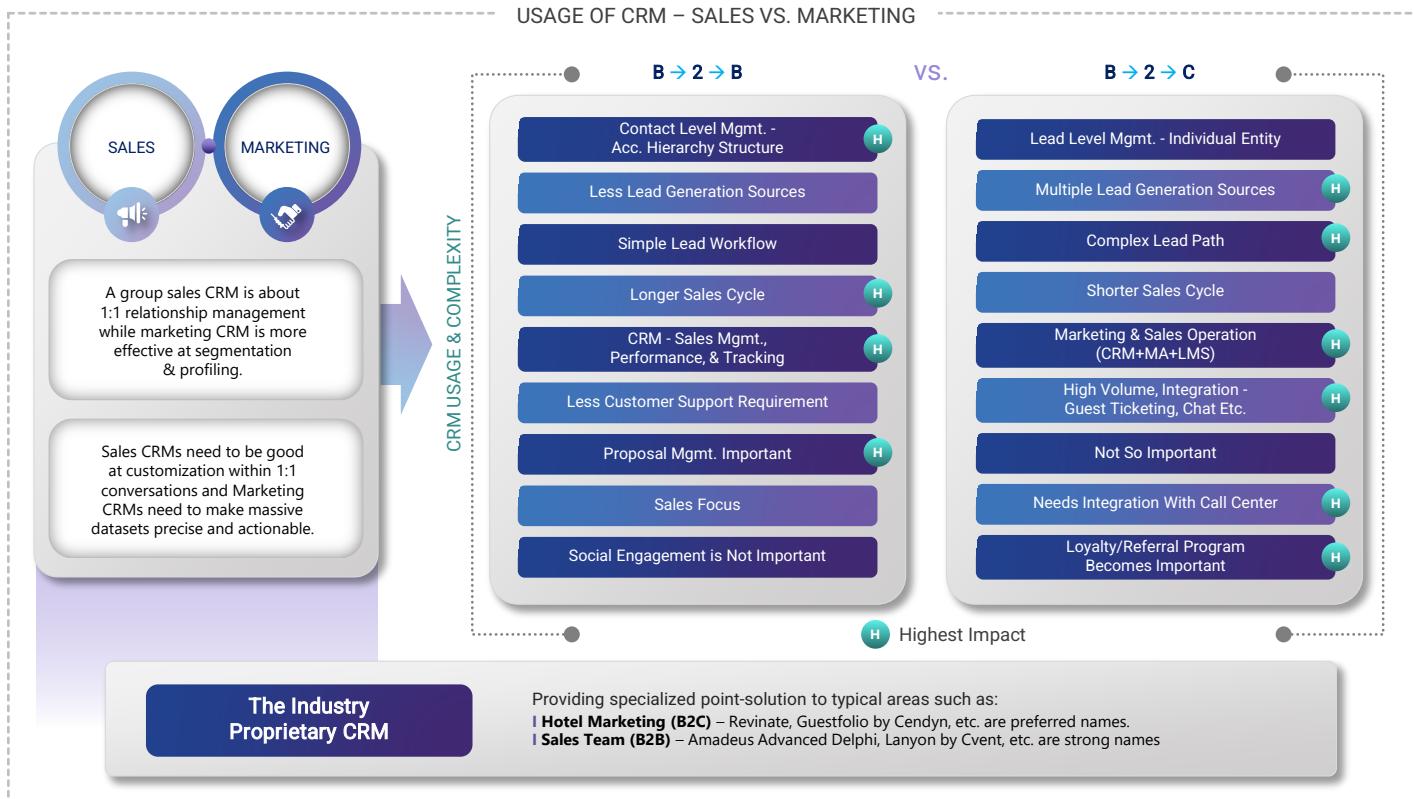
3.4 Hospitality Business Cases

- Salesforce Hospitality Success Stories

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

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

Sales teams capture new group business deals while marketing teams are focused on bringing in new leisure travelers. [Fig. 3B]



1. SITUATIONAL ANALYSIS : Hospitality Landscape

2. CUSTOMER PLATFORM : Envisioning a Conglomerate Model

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

3.1 One Platform with 3C Solution
- Salesforce Qualifies

3.2 What Salesforce Brings to the Table?
- Value to Hospitality

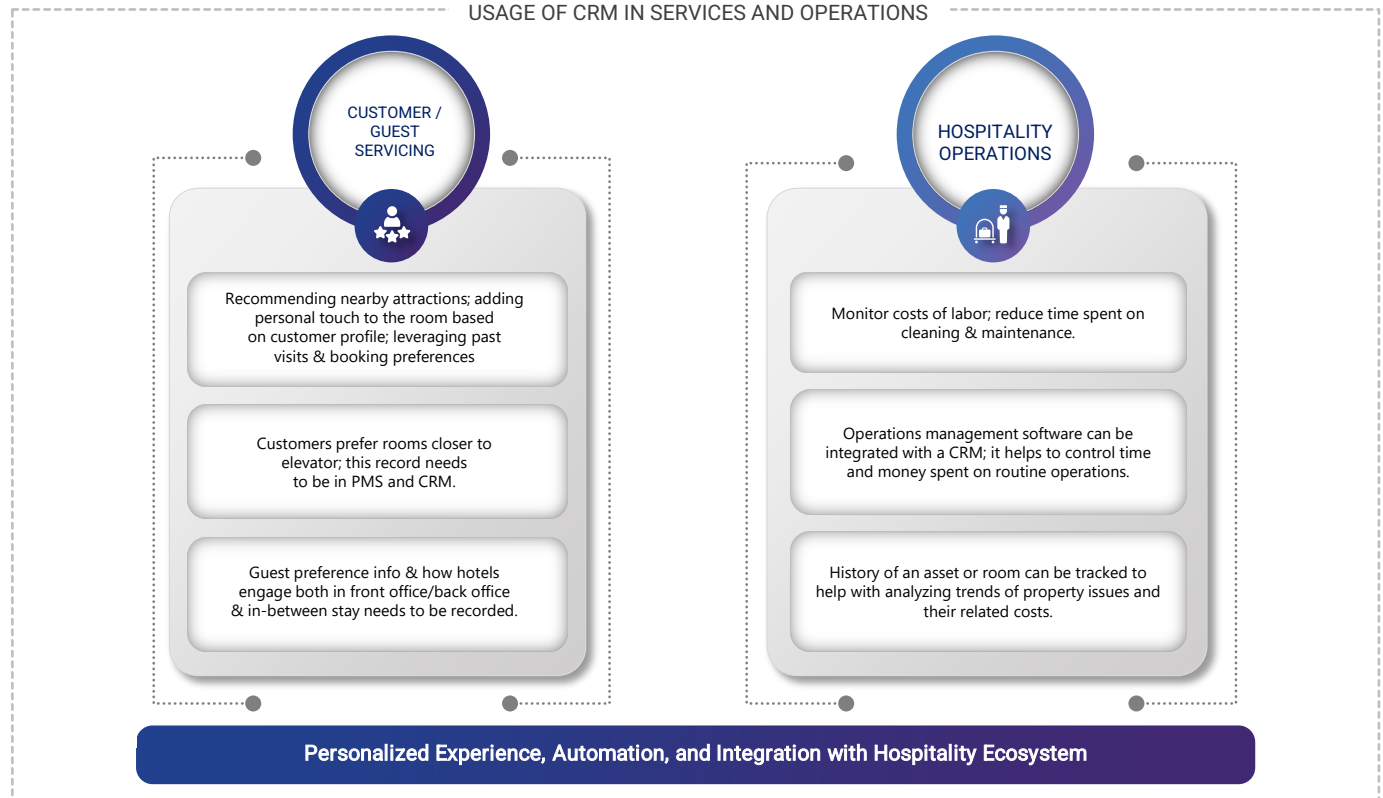
3.3 What Is In for Small Business?
- Salesforce - A Versatile Platform

3.4 Hospitality Business Cases
- Salesforce Hospitality Success Stories

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

3. PROPRIETARY CRM IN HOSPITALITY : Unveiling the ONE Platform

CRM needs to fit in the entire domain workflow; the growing trend of automation & personalization is making CRM more important than ever.



CONTENTS

1. SITUATIONAL ANALYSIS :
Hospitality Landscape

2. CUSTOMER PLATFORM :
Envisioning a Conglomerate Model

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

3.1 One Platform with 3C Solution →
- Salesforce Qualifies

3.2 What Salesforce Brings to the Table?
- Value to Hospitality

3.3 What Is In for Small Business?
- Salesforce - A Versatile Platform

3.4 Hospitality Business Cases
- Salesforce Hospitality Success Stories

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

3.1 One Platform with 3C Solution - Salesforce Qualifies

Salesforce as the *one* platform has conglomerate capabilities to combine the powers of CRM, CSP, and CDP, and hence it has eliminated the need to look after multiple vendors to justify the need of combining various customer platforms.

Salesforce is a SaaS-based platform designed to help organizations manage customer relationships and integrate with other similar systems. Salesforce platform has evolved over the years and has significantly catered to various industries. Salesforce CRM is also used for managing customer relationships,

engagements, and for multi-dimensional business expansion. It gathers the entire customer data that tracks customer experience throughout the sales lifecycle and guest experience during stays which help upselling and rebooking. Additionally, Salesforce's Hotel CRM tracks real-time social reviews about their hotel and guest experiences. Its case management features help in faster problem solving, allow development of custom mobile applications for better customer engagement, help guests to manage bookings, check-ins/outs, service requests, and to receive special offers.

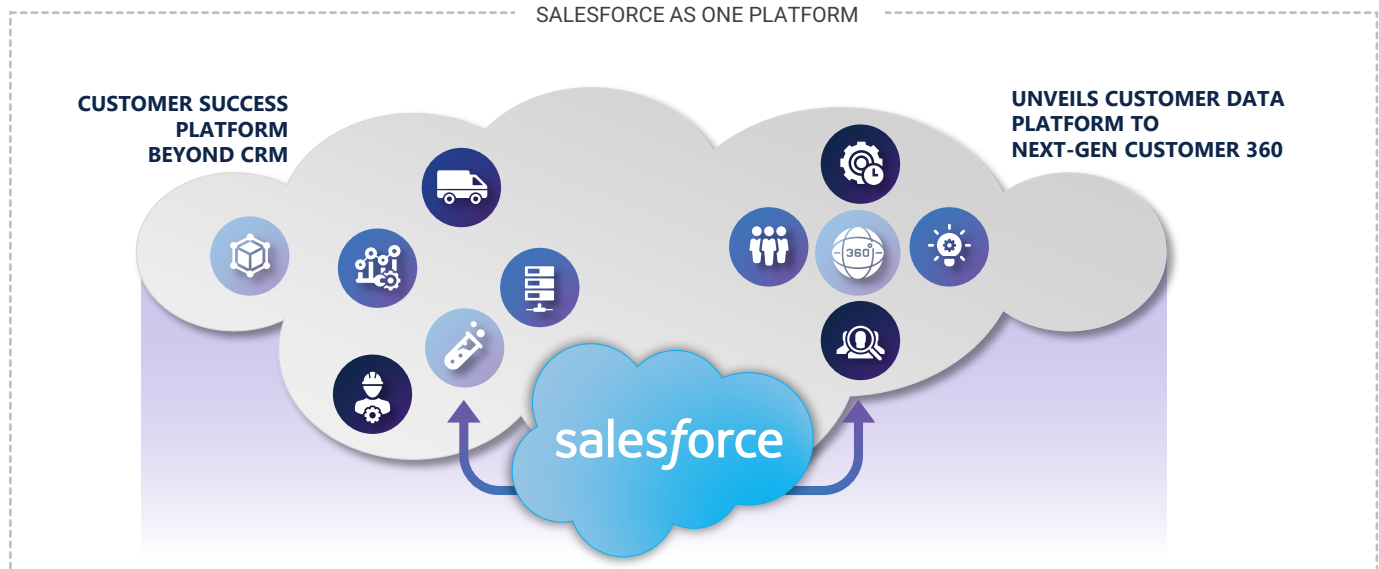


Fig. 3.1

CONTENTS

1. SITUATIONAL ANALYSIS :
Hospitality Landscape

2. CUSTOMER PLATFORM :
Envisioning a Conglomerate Model

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

3.1 One Platform with 3C Solution
- Salesforce Qualifies

3.2 What Salesforce Brings to the Table? →
- Value to Hospitality

3.3 What Is In for Small Business?
- Salesforce - A Versatile Platform

3.4 Hospitality Business Cases
- Salesforce Hospitality Success Stories

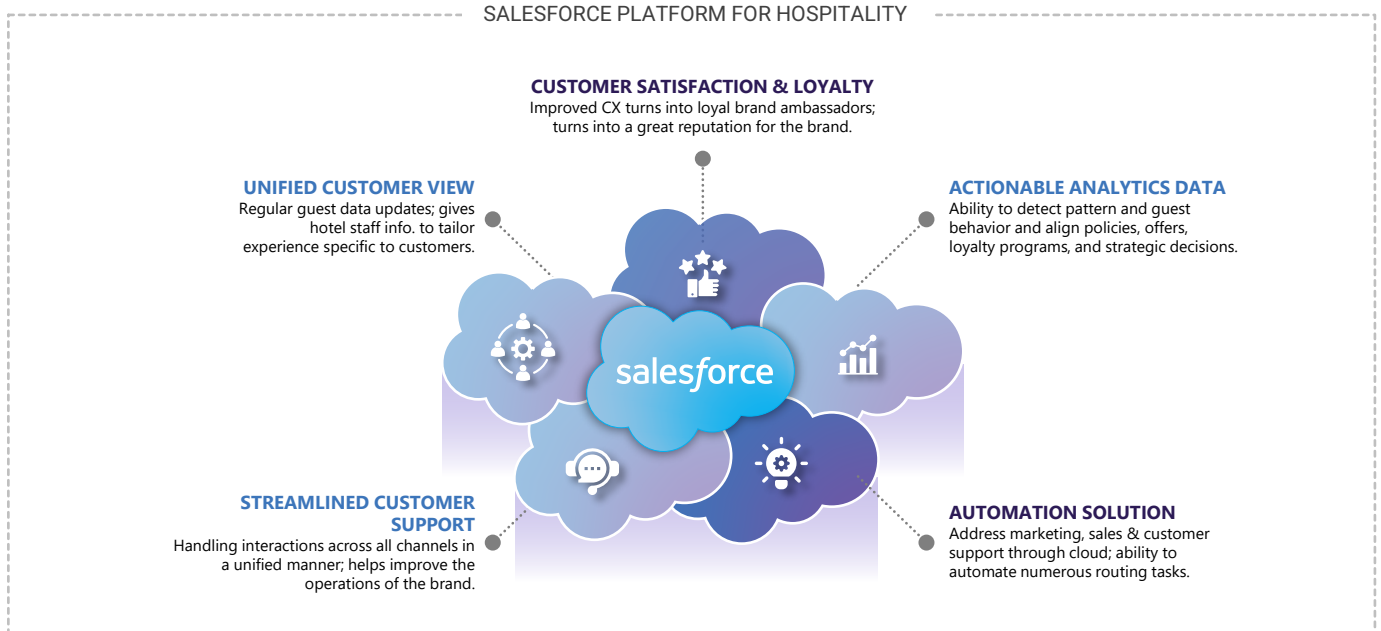
4. RIDING THE TRANSFORMATION
JOURNEY : Cybage - The Right Partner!

3.2 What Salesforce Brings to the Table? - Value to Hospitality

The value that Salesforce brings to the hospitality industry:

- ! **Hospitality-specific apps** : Apart from universal apps for this industry, there are specific apps for hotel mgmt., restaurants, property mgmt., booking engines, and others.
- ! **Integration opportunity** : Offers immense opportunities for integrating third-party solutions, including hotel and restaurant management tools, property management systems, front desk software, and more.

Let us have a quick glimpse of Salesforce alignment to the hospitality industry, and how it addresses sector-specific requirements. [Fig. 3.2]



CONTENTS

1. SITUATIONAL ANALYSIS : Hospitality Landscape

2. CUSTOMER PLATFORM : Envisioning a Conglomerate Model

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

3.1 One Platform with 3C Solution - Salesforce Qualifies

3.2 What Salesforce Brings to the Table? - Value to Hospitality

3.3 What Is In for Small Business? - Salesforce - A Versatile Platform

3.4 Hospitality Business Cases - Salesforce Hospitality Success Stories

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

3.3 WHAT IS IN FOR SMALL BUSINESSES? – Salesforce, A Versatile Platform

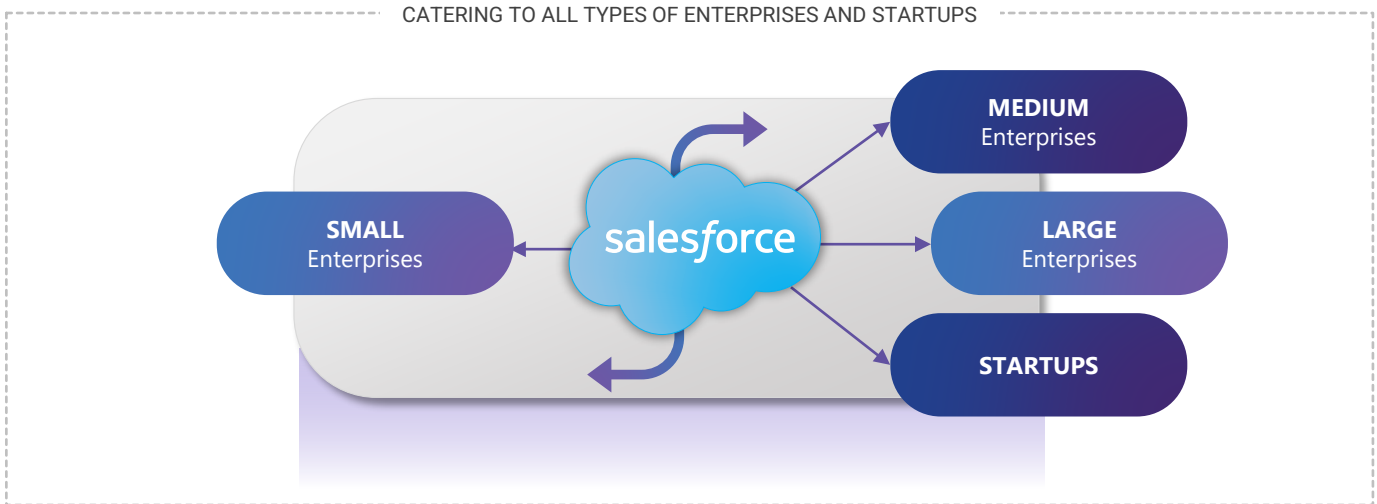
I Trust : With 99.9% uptime, it delivers a robust and flexible security architecture built for the requirements of the most stringent companies on the planet.

I One set of code with automatic and seamless upgrades : Salesforce database enables us to run every single one of our customers on the same set of code. This has democratized software and has let small businesses leverage the same powerful technology that the world's largest organizations play on.

I Customization tools like no other : Every business has different needs. That is why Salesforce lets you customize with clicks, not code. There is simply no other platform that makes it as easy to customize, tailor, and align with your core business processes.

I An ecosystem of apps to make you more productive : Technology partners build apps you can plug into Salesforce to do more when you need to. And just as you find phone apps on the App Store, you can find these business apps on the Salesforce AppExchange.

Salesforce has all the potential to boost the efficiency of a hospitality business and give it a competitive edge.



CONTENTS

1. SITUATIONAL ANALYSIS :
Hospitality Landscape

2. CUSTOMER PLATFORM :
Envisioning a Conglomerate Model

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

3.1 One Platform with 3C Solution
- Salesforce Qualifies

3.2 What Salesforce Brings to the Table?
- Value to Hospitality

3.3 What Is In for Small Business?
- Salesforce - A Versatile Platform

3.4 Hospitality Business Cases
- Salesforce Hospitality Success Stories

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

3.4 HOSPITALITY BUSINESS CASES - Salesforce Hospitality Success Stories

The following are some hand-picked business cases delivered by Salesforce to the hospitality industry

BUSINESS CASES	SALESFORCE SOLUTIONS
Enabled partner management, booking management, and service enhancement	Salesforce Sales Cloud
Delivered a 360° view of guests to an Asian travel and hospitality provider	Salesforce Sales Cloud
Helped to improve customer experience to a Spain-based hotel chain	Salesforce Sales , Service & Marketing Cloud, & DMP
Built customer intelligence for one of the world's largest hotel chains	Salesforce's Service Cloud & Einstein Analytics
Implemented a centralized management and monitoring system for a global hotel chain	AWS IoT Cloud & Salesforce CRM
Helped design a target marketing campaign for a Spanish hotel group	Salesforce Marketing Cloud & CRM
Developed a recognition & loyalty program for USA-CA-based restaurant & hotel brand	Salesforce Marketing Cloud & CRM
Automated customers engagement for Belgium based family-owned hotel and restaurants	Salesforce Marketing & Service Cloud
Identified & connected with potential audience for a T&H management company	Salesforce Marketing Cloud, Journey Builder & Data, Interaction, Social, & Email Studio
Delivered a 360° view of B2B guests to a leading augmented hospitality hotel group	Salesforce CRM
Did relationship and service enhancement for Nevada (US)-based luxury hotel and casino	Salesforce CRM
Built sales pipelines and guest communication for a UK-based luxury hotel	Salesforce CRM & Pardot
Enabled automated calls and guest log system for one of the world's largest hotel chains	Salesforce CRM with Avaya Communication Manager
Digitized and automated sales and operations to a Shanghai-based luxury hotel chain	Accenture & Salesforce CRM

RIDING THE TRANSFORMATION JOURNEY
CYBAGE - THE RIGHT PARTNER!

CONTENTS

1. SITUATIONAL ANALYSIS :
Hospitality Landscape

2. CUSTOMER PLATFORM :
Envisioning a Conglomerate Model

3. PROPRIETARY CRM IN HOSPITALITY :
Unveiling the ONE Platform

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

4.1 Cybage Conclusion →
- Findings & Remarks

4.2 Cybage
- As a Strategic Partner

4.1 CYBAGE CONCLUSION - Findings & Remarks

The current uncertain situation has impacted the IT spending, but other associated factors (GREEN) are relatively looking positive to adapt to the new transformation journey. [Fig. 4.1]



The gist of the Cybage viewpoint on the entire 3C concept is as follows:

- | The entire approach is analyzed taking the current and future scenarios into consideration.
- | Aligning the concepts and industry shifts with the ever-changing customer expectations.
- | Address the ongoing pain-points and achieve successful CRM implementation.
- | Make it a realistic customer outcome-based transition model by considering brand and platform adoption.
- | Convergence of conglomerate model and Salesforce as the *one* platform to accelerate the concept realization.

CONTENTS

1. SITUATIONAL ANALYSIS :

Hospitality Landscape

2. CUSTOMER PLATFORM :

Envisioning a Conglomerate Model

3. PROPRIETARY CRM IN HOSPITALITY :

Unveiling the *one* Platform

4. RIDING THE TRANSFORMATION

JOURNEY : Cybage - The Right Partner!

4.1 Cybage Conclusion

- Findings & Remarks

4.2 Cybage

- As a Strategic Partner

4.2 CYBAGE - As a Strategic Partner

Cybage envisions to become a **customer success program partner** and a vital part of the entire journey. [Fig. 4.2]

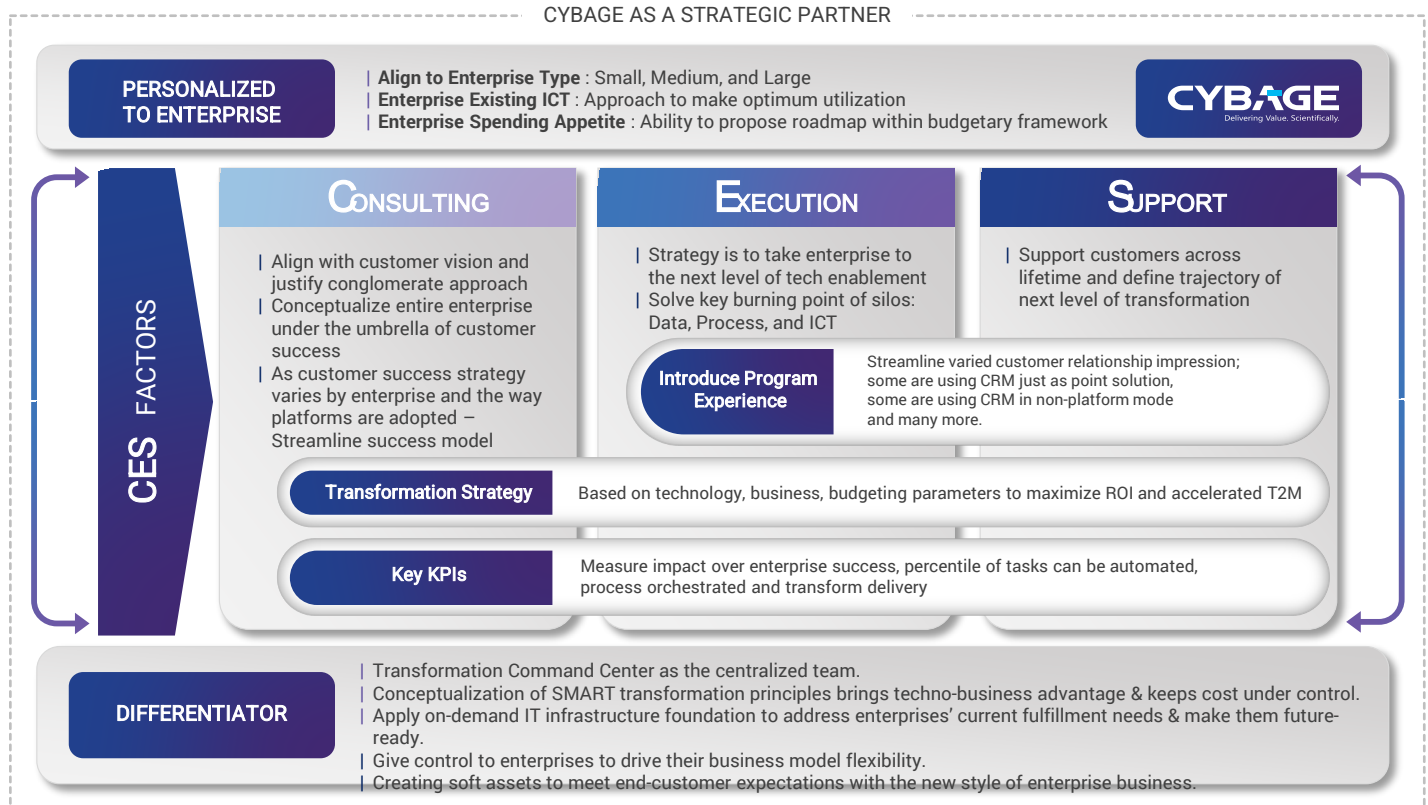


Fig. 4.2



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).

CYBAGE.COM