

Use Actual Intelligence (AI) to expand your revenue potential with CRM

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A man in a white t-shirt and dark shorts is lifting a young child into the air on a sandy beach. The child is wearing a white t-shirt and dark shorts. The background shows a calm body of water, a line of trees, and a sky with soft, colorful clouds from a sunset or sunrise. The overall tone is warm and nostalgic.

Guest expectations have changed

Over 50% of internet users said it would take just one bad experience with a company in the travel sector before they switched.

A person with long blonde hair is holding a vintage silver and black camera with both hands. The camera is a rangefinder style with a brown leather strap. The background is a soft-focus outdoor scene with a blue sky and some foliage. The text "In a world of big data, personalized experiences now shape the hospitality industry" is overlaid in white, centered on the image.

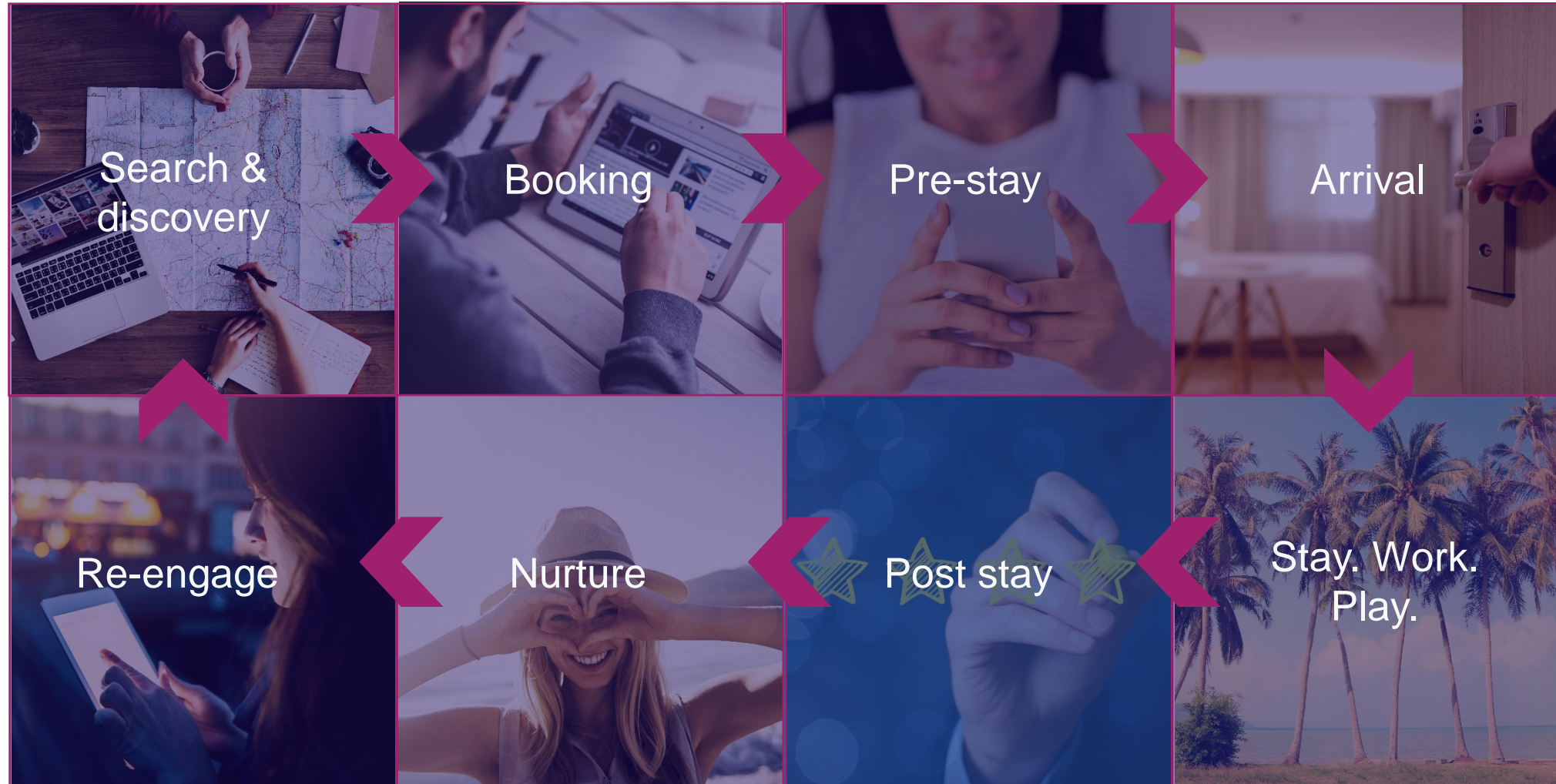
In a world of big data, personalized experiences now shape the hospitality industry



62% of online adults have chosen,
recommended or paid more for a brand
that provides a personalized service or
experience

A photograph of a long, straight road lined with tall, thin trees, leading towards a body of water in the distance. The road is paved and has a dashed white line down the center. The trees are tall and thin, with green foliage. The sky is visible through the trees, and a body of water is visible in the distance on the right side of the road. The overall scene is peaceful and scenic.

Travel is no longer just about getting to
the destination,
it's about the journey



A person stands on a rock in the middle of a body of water, with their arms raised in a gesture of triumph or achievement. The background is a dramatic sunset or sunrise sky with vibrant orange, red, and purple hues. The water is calm, reflecting the colors of the sky. In the distance, there are silhouettes of hills or mountains. The overall mood is one of accomplishment and looking towards the future.

With antiquated & disparate systems, how
do hoteliers align with this shift to drive
success?

Use actual
intelligence to put
the guest at the
heart of what you do

DATA



Enhanced guest
profiles

ACTION

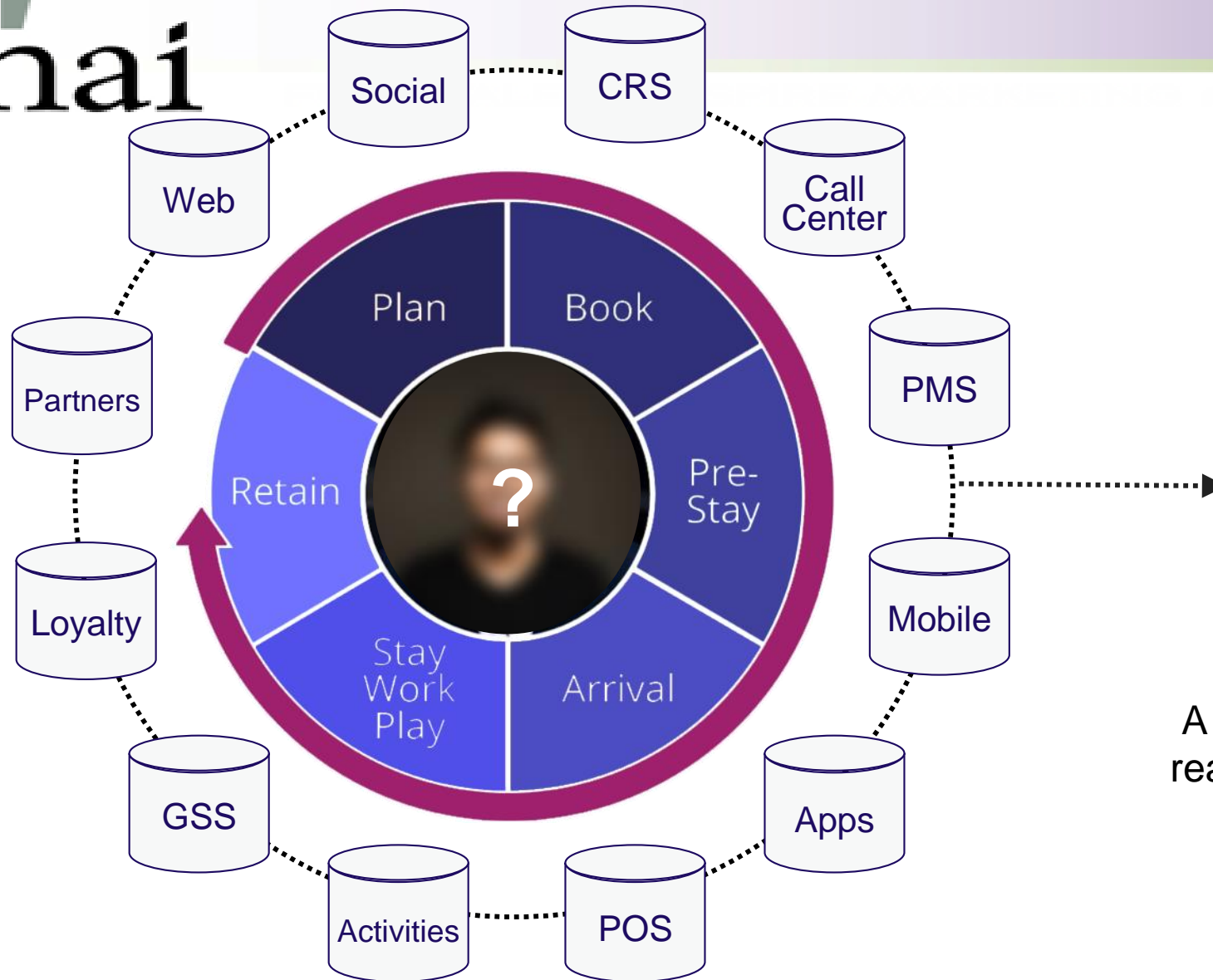


Communication
automation

IMPACT



Business
intelligence &
analytics



Global Profile

A **single version of truth** is only realized when all disparate data is managed in CRM





Mark Brown

VIP 2
President of
Brown & Assoc



Member ID #00123456

Guest Summary

Next Arrival Date 3/21/2016
Hotel of Next Stay ORIGAMINYC
Last Check Out Date 12/31/2015
Hotel Last Stayed ORIGAMIYNYC

Recency, Frequency, Monetary

Number of Stays 19 Days Since Last Stay 42
Total Nights 67 Lifetime Spend \$61,275.58

Revenue Details ▼

Profile

Member

Stays

Feedback

Campaigns History

Web Forms

Notes

Social Connections

F&B

[Stays Overview](#) | [Stay Details](#)



Details	Res #	Sub Res #	Stay Status	Arrival ▼	Departure	Booked	Hotel	Rate Code	Quot
View Stay Details Resend Confirmation	✉ 2AF2J5	4135648	O (OUT) - Checked Out	8/13/2015	8/16/2015	4/7/2015	ORIGAMIPBR - Hotel Origami Palm Beach Resort	BBARRO	
View Stay Details Resend Confirmation	✉ 2AC1WP	2180294	C (CAN) - Cancelled	7/27/2013	7/30/2013	2/1/2013	ORIGAMIPBR - Hotel Origami Palm Beach Resort	SPBILL	
View Stay Details Resend Confirmation	✉ 2AC5BP	2212803	O (OUT) - Checked Out	7/27/2013	7/30/2013	4/29/2013	ORIGAMIPBR - Hotel Origami Palm Beach Resort	ALLI1	
View Stay Details Resend Confirmation	✉ 2AB14O	2426271	O (OUT) - Checked Out	5/25/2012	5/28/2012	3/20/2012	ORIGAMIPBR - Hotel Origami Palm Beach Resort	HOTEL1	
View Stay Details	✉ 2A00K7	2411358	O (OUT) - Checked Out	6/10/2011	6/12/2011	5/10/2011	ORIGAMIPBR - Hotel Origami Palm Beach Resort	VKW2	



Campaign Name RSC 1 - Activity Spa Big Spenders

Save

Save and Continue

Clear

Property List

Hotel Origami ✕ Hotel Origami NYC ✕ Hotel Origami Miami ✕ Hotel Origami Palm Beach ✕

Forecast Target Audience ▼

New Segment

[View Events](#)

Collapse All ▼

Expand All ▲

SPA; Total Stay > 1500; Nights < =3

Include ▼

All ▼

Data Source

PMS ✕

WEB ✕

WEB > Spa Lovers ✕

WEB > House Kiosk ✕

Select ▼

✓ 📄 ✕

Promo Code

Equal To ▼

SPA

📄 ✕

Stay Nights

Less Than or Equal To ▼

3

📄 ✕

Total Stay \$

Greater Than ▼

1500

📄 ✕

Exclude the Following Rate Types

Exclude ▼

All ▼

▼ ✕

Rate Type

In List of Values ▼

📄 ✕

Discount ✕

Reduced 1 ✕

Economy ✕

Employee ✕

Summer Savings ✕

Total Count	118,435
Null or Invalid eMails	167
Unsubscribed	1,148
Bounced Emails	1,159
Email Flag to Not Send	187
Good and Valid Emails	117,974

Unique Email Matches 117,568

Refresh Counts

Deposit Amount = Stay Amount

Deposit Amount Paid

Exclude Guests with Future Reservations

Promo Code

Rate Type



ROSEWOOD WASHINGTON, D.C.

[Contact Us](#) | [Visit Website](#)



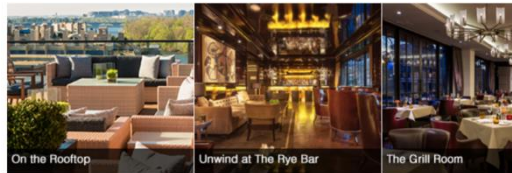
11/27/2017

Dear Mr. Hojer,

Thank you for choosing **Rosewood Washington, D.C.** We look forward to welcoming you and would be happy to assist with planning your stay.

If you have not already done so, or need to update, please remember to fill out the [Guest Preference Form](#), including your arrival and departure information to help us better prepare for your visit. Our Concierge team can then arrange airport transportation as well as dining, spa and activity reservations for you, including special occasion requests. Submitting this form in advance will help us to ensure your preferred reservation times are available.

During your stay, you may like to include plans for the following:



Dine in at The Grill Room

The Grill Room presents a refined atmosphere that is carefully orchestrated to stimulate the senses. The restaurant specializes in the preparation of hand-cut artisanal meats and bracingly fresh seafood complemented by memorable tableside presentations. Diners enjoy a flavor-charged seasonal menu offering exquisitely fresh, locally sourced cuisine. The establishment's coveted canal-side tables, formidable wine cellar, tempting champagne trolley and evolving dessert menu add to its irresistible allure.

Unwind at The Rye Bar

Looking out to the historic C&O Canal, The Rye Bar offers an intimate setting for relaxed conversation. In addition to its titular specialty—a compelling selection of premium rye whiskeys, the bar features enticing

YOUR TRAVEL DETAILS



Arrival Date: Tuesday, April 07, 2015
Airline: Delta Airlines
Flight #: 1337
Arrival Time: 12:34 PM



Transportation to Miraval:

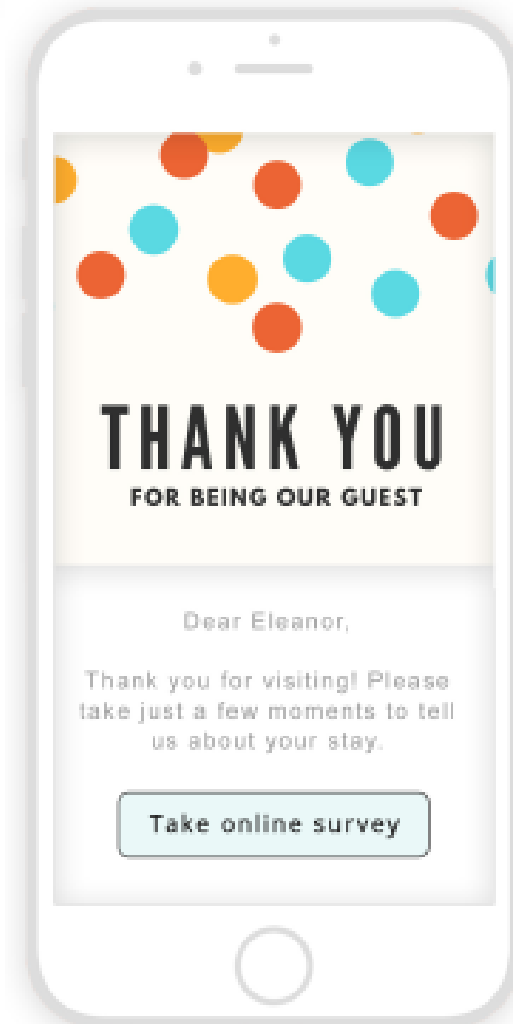
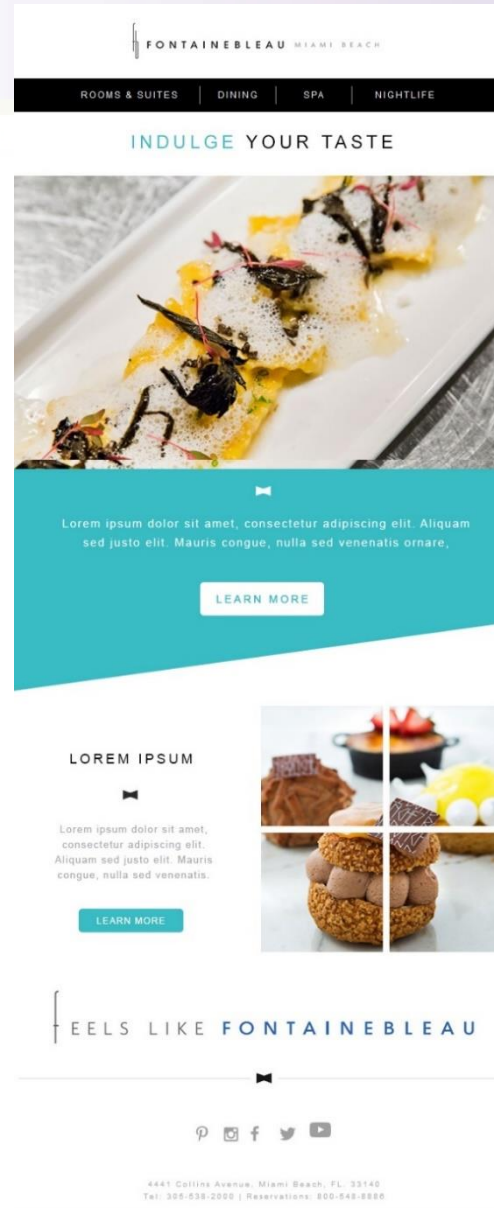
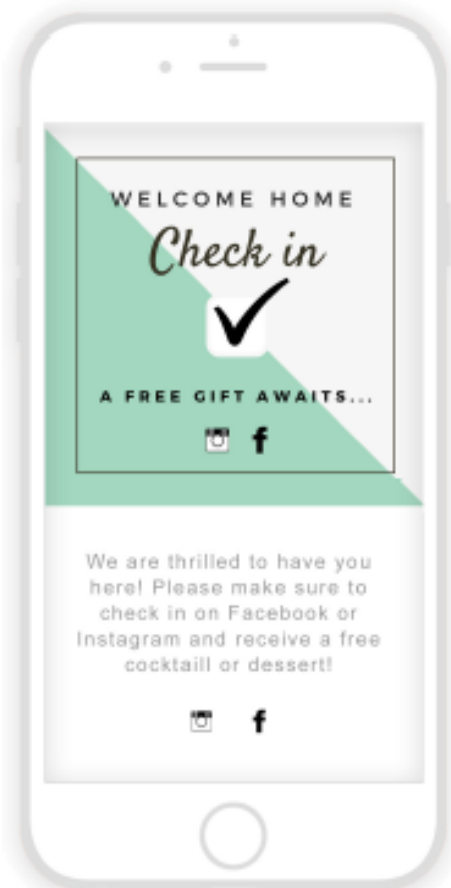
Thank you for sharing your flight details with us. Miraval provides complimentary transportation to the resort from Tucson International Airport. A Miraval driver will be waiting for you at Baggage Claim when you arrive. If a driver is not there when you arrive, he or she is picking up other guests with similar arrival times and will greet you within 25 minutes. Please call us at 800.232.3969 if your travel arrangements have changed.


EXPERIENCES YOU HAVE ALREADY SCHEDULED

Date:	Start Time:	Experience:
Tue 4/7	4:00 PM	Oriental Foot 50 Min
Wed 4/8	3:00 PM	OTR Nurture 100 Min
Thu 4/9	2:00 PM	Naga 50 Min
Fri 4/10	9:00 AM	Private Walk & Talk 50 Min
Fri 4/10	1:00 PM	Are You Sleeping Workshop 90 Min
Sat 4/11	2:00 PM	Aqua Zen 50 Min
Sat 4/11	3:00 PM	Miraval Signature Facial 50 Min


Please note: changes to your itinerary that were made in the last 24 hours may not be reflected above. Now would be a perfect time to call our Experience Planners to add any additional spa services, activities or private sessions with our specialists to your itinerary. Browse the activity schedule for your dates of stay and let us know if there is anything we can add to make your stay more meaningful.





 hotel ORIGAMI

ACTIVITIES SPA DINE SHOP



Sylvia Hommert

Arrival: Mon, February 20, 2017

Departure: Thurs, February 23, 2017

REQUEST DISCOUNTED ROOM UPGRADE

Premium rooms may go unsold and can be offered at check-in for as little as \$39 extra per night.

REQUEST UPGRADE

Dear Ms. Hommert,

Thank you for planning your stay at Hotel del Coronado. You will find all of the information below. Please take a minute to make sure everything is correct. If you made your reservation online, [click here](#) to make changes. Our reservation specialists can be reached at 1-800-468-3533 if you have any questions. We look



FONTAINEBLEAU MIAMI BEACH



**BOOK DIRECT &
ENJOY EVEN MORE**

FONTAINEBLEAU MIAMI BEACH



**DISCOVER EXCLUSIVE
SAVINGS
AT OUR ICONIC RESORT**

FONTAINEBLEAU MIAMI BEACH

**FOREVER FONTAINEBLEAU
ENJOY UP TO \$500**
of Dining & Spa Credits
Available Now - April 30, 2018



BOOK DIRECT FOR BEST SAVINGS



Survey replies

All replies to this guests survey response are listed here chronologically.



From Tracey Smith <service@SampleHotel.com>

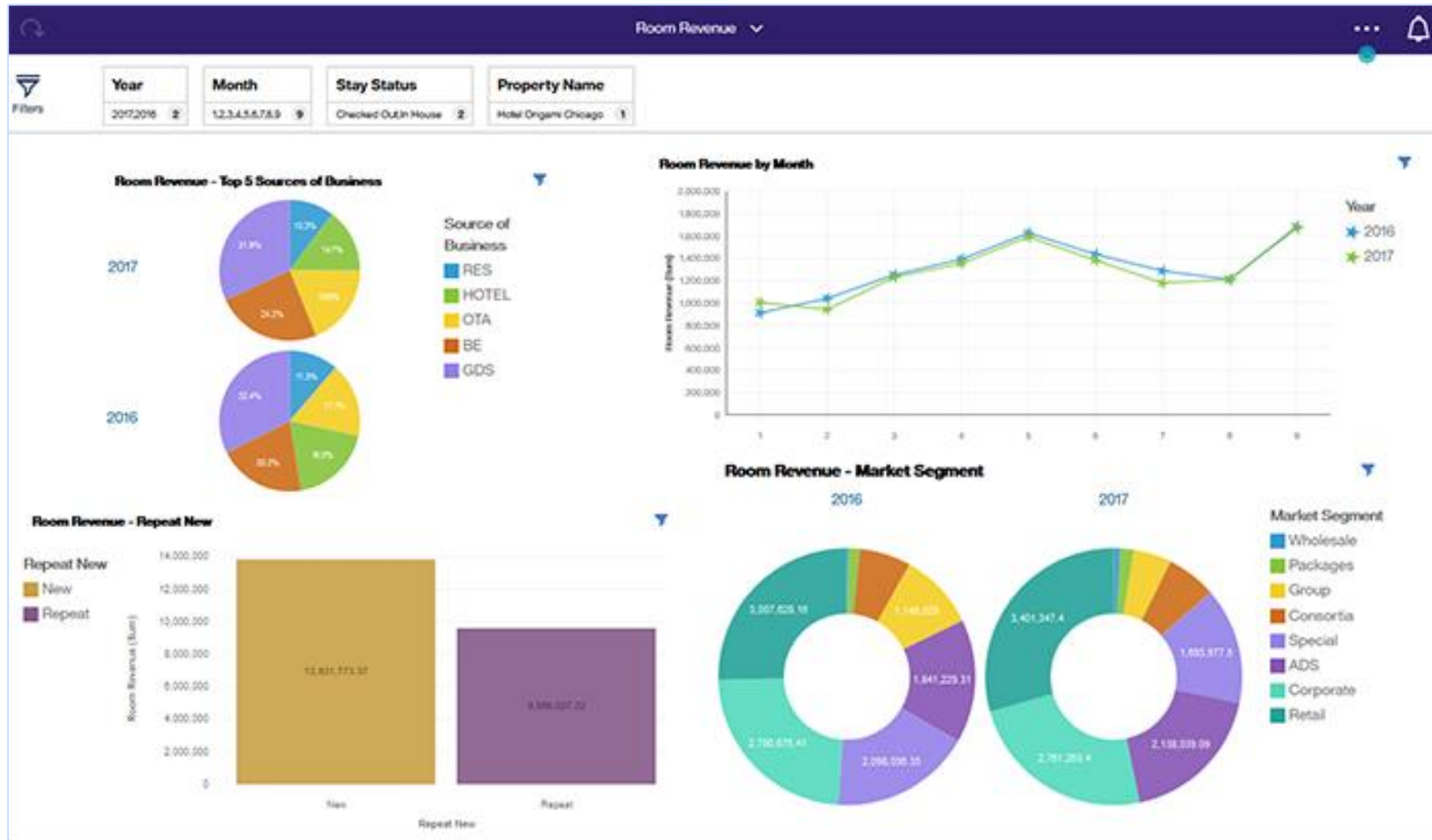
Trigger Manual

Subject The Sample Hotel - Thank You

HTML body Dear {{ reservation.full_name_and_title }}

Thank you for your feedback and for taking the time to post a review on Tripadvisor. I am delighted your overall stay was enjoyable. I am sorry you were disappointed by the size of your room and the team were unable to offer a larger room at the time of your stay. I have noted your comments for any future stays and I have shared your feedback with the team on how this was handled. I encourage you to consider Sample Hotel for your next stay and i'd like to offer you this unique booking code that will provide you with a complimentary room upgrade should you or a family member choose to visit our beautiful city again.





- Work collaboratively across your hotel and across teams to set your goals
- Determine what your strategy will be to implement change
- Set objectives as an organization and within your teams
- Put in place team leads to take ownership of new strategies and technologies
- Finally, set in stone your KPIs to help track success



- VIP scoring
- New vs returning guests
- OTA channel shifting to direct
- Confirmation email click through rate
- Guest satisfaction measured through during and post stay guest surveys
- Email marketing campaign ROI. Actual revenue generated from each campaign



Own your data with CRM.

Own the digital conversation with
your guests.