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Strategize, Optimize, Capitalize



26 July 2024

THE LEELA AMBIENCE GURUGRAM HOTEL, DELHI NCR, **INDIA**



Hyper-Personalization In Hospitality: Leveraging Big Data & Artificial Intelligence



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Preferred Hotels & Resorts

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Preferred
HOTELS & RESORTS

62%



Hear me:
“They **listen** to my needs, **empathize** with my situation, and follow through.”

Empower me:
“They provide me with the opportunities and access to **drive my experience the way I want.**”

67%



Engage me:
“They engage me in a **personalized, authentic, and attentive** way.”

65%



Know me:
“They **know and remember me,** my preferences, and my needs.”

Delight me:
“They **create moments that surprise me** and exceed my expectations.”

56%



Knowing your guests is foundational to the other elements and a requirement to delivering upon the next generation of customer experience.

* Satisfaction scores refer to how satisfied guests report themselves to be (based on a scale of 100).

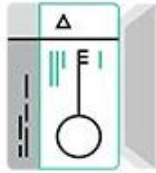
Hyper-personalization: Using data analytics, AI, and automation to curate unique and tailored offerings
Importance: Enhances guest satisfaction, loyalty, and provides a competitive edge.



Book

Knowing why guests are staying at your hotel improves their experience from the beginning.

Having insight into why guests are traveling and then adjusting the experience accordingly can have a significant impact (+/- 23%) on satisfaction.



Check-in

Allow front-desk staff to be more attentive to arriving guests by applying improved technology to handle daily reporting tasks.

When hotel teams provide a high level of attention, guests are 29% more likely to share positive reviews.



Stay

Gaining a 360° view of guests through social media and historical preferences can help you create personalized experiences.

Guests want to be "surprised and delighted" by moments that exceed expectations, with Millennials wanting this 71% more than other generations.



Do

Proactively recommend offerings and activities to your guests based on the information in their profile and past stays.

Empowering guests to customize their experiences is a growing trend. Luxury guests value customization 33% more than guests at other hotel tiers.



Get help

When a mistake is made or an opportunity is missed, getting the service recovery right can make or break the stay.

Guests are 40% more likely to share positive reviews when a problem is fixed quickly.



Check-out

Use robust predictive analytics to infer what guests want in exchange for loyalty.

When guests are satisfied with the way their loyalty is recognized and rewarded, they are 13% more likely to return to the specific brand.

Know me

Engage me

Delight me

Empower me

Hear me

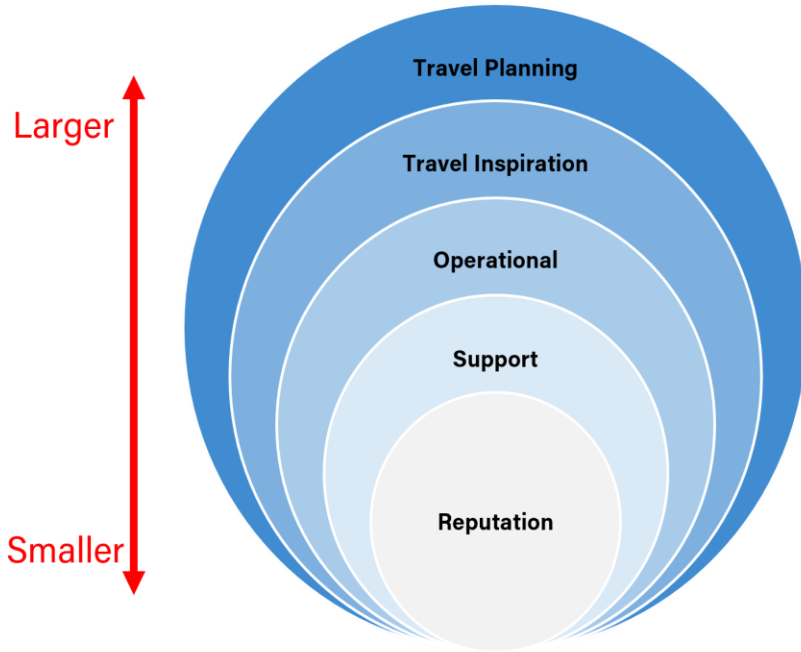
Know me →

For every point increase in satisfaction

- 12% are more likely to return
- 21% more likely to share positive reviews

- 81% of very satisfied travelers were also promoters
- Personalized interactions increase promotion by up to 29%.

Where will AI Have the Biggest Long Term Impact on Travel?



Source: Skift Research

Benefits of AI in Travel Industry



Global AI in travel market was **valued at \$81.3 billion in 2022** and is **expected to reach \$423.7 billion by 2027**, growing at a CAGR of 35% between 2022 and 2027.

Marketing

Demographic segmentation
who are your customers?



Geographic segmentation
where are your customers?



Microsegment:
Combination of attributes
from 2 and more segments



Psychographic segmentation:
why do customers choose certain products?



Behavioral segmentation:
how do customers make purchases?



- Collaborate with agencies to recommend personalized travel experiences based on user profiles and past behavior.
- Suggest nearby attractions, restaurants, or events tailored to individual preferences.
- Customize loyalty rewards based on guest preferences (e.g., room upgrades, spa /dining offers).
- Personalized emails / push notifications to loyalty members.
- AI algorithms identify potential guests on social media.
- Deliver targeted ads or sponsored content to specific demographics.

Commercial Teams

- Analyze guest data to identify upsell opportunities (e.g., room upgrades, late check-out).
- Cross-sell services (spa treatments, tours) based on guest interests.
- AI-driven pricing adjustments based on demand, seasonality, and guest behavior.
- Personalized promotions for loyal guests.
- Adjust room availability and pricing dynamically based on real-time demand.
- Optimize revenue by offering discounts during low-demand periods
- Customized sales pitches based on prospect preferences.



Reputation Management

The top online review statistics in 2024

95%

of customers read online reviews before buying a product

94%

say reviews have made them avoid a business

97%

read reviews for local businesses

81%

of consumers say they are likely to check Google reviews first

74%

of consumers say that reviews increase trust in a company

53%

of consumers expect brands to respond to negative reviews

68%

don't trust a 5-star rating unless there are more reviews

- Sentiment Analysis using natural language processing (NLP).
- Address negative reviews promptly and personally.
- Identify recurring issues and implement targeted improvements.
- Personalized Guest Engagement – Including upselling
- Predictive Insights including anticipating potential problems (e.g., service delays).
- Address issues before they escalate, improving guest satisfaction.

Next Steps

- ✓ Start small
- ✓ Focus on high-impact and high-value quick wins
- ✓ Identify proofs of concept (POC) driving up KPI
- ✓ Process automation & ML - Time and monetary investment
- ✓ Test and Adapt
- ✓ Validate or abandon
- ✓ Measure results, Concepts and iterate.
- ✓ Work towards moving high-value POCs to scale.





Marketing Video created using multiple AI tools



Customers say

Customers find the prose straightforward yet evocative, accessible to young adults yet satisfyingly deep. They also describe the pacing as fast and well-paced. Readers say the narrative deftly intertwines ancient wisdom with modern-day dilemmas, making it a rare symphony of both. They find the characters unique and interesting, each bringing their own strengths to the battle. Overall, customers describe the plot as engrossing and captivating.

AI-generated from the text of customer reviews

Select to learn more

- Storyline
- Plot
- Writing style
- Characters
- Pacing
- Readership

CHIRANJEEVIS vs MAHISHA : THE GOOD VS EVIL

In "*The Rising*," ancient myth and contemporary reality converge in a riveting narrative that pits the immortal *Chiranjeevis* against the malevolent force of *Mahisha*, an ancient demon intent on world destruction.

As the fabric of time frays, these legendary figures from Indian mythology are summoned to confront *Mahisha*'s dark influence, transcending their own histories to stand united against a common foe. Set against the backdrop of modern society, the tale unfolds as a gripping struggle between good and evil, weaving themes of unity, courage, and the timeless battle for humanity's survival.

Amidst the chaos and uncertainty, a glimmer of hope emerges—a beacon of light illuminating the path to salvation. "*The Rising*" is a testament to the resilience of the human spirit and the power of unity in the face of adversity.

Will the *Chiranjeevis* prevail in their quest to vanquish *Mahisha* and restore balance to the world, or will darkness reign supreme?

The answer lies within the gripping pages of this captivating saga, where the fate of humanity hangs in the balance.



AI Summary of Reviews



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