
Commercial Strategy
CONFERENCE
hsmai
SINGAPORE 29-30 MAY 2025

Building the Right Tech Stack for Commercial Success

Philip Schaetz
Founder & Managing Director
Cube Thinking

hsmai

Commercial Strategy CONFERENCE

SINGAPORE
29-30 MAY 2025

From Tech Stack to Guest Impact

Optimising the Funnel for Commercial Success

Why Every Tech Decision Should Start with the Guest

Is Your Tech Helping the **Guest** or *Just Sitting on a Shelf?*

We do **not buy tech** …. we buy what **tech does for the guest**.

Too often, we focus on systems instead of the **outcomes they are meant to enable**.

From Inside-Out to Outside-In

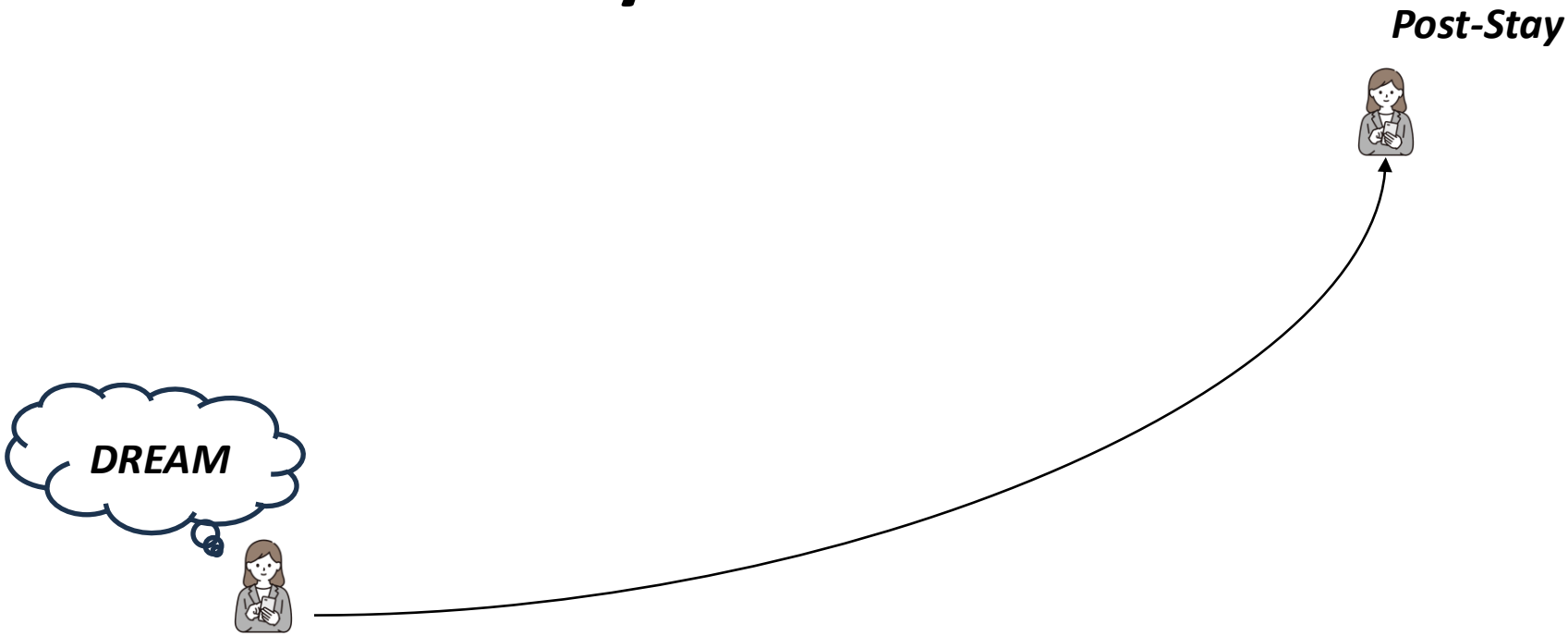
An **inside-out** approach focuses on what the company is **good at** and/or what they **love to do.**

What they are capable of achieving.

An **outside-in** strategy views the market from the **perspective of the guest**, to provide customers **what they want**.

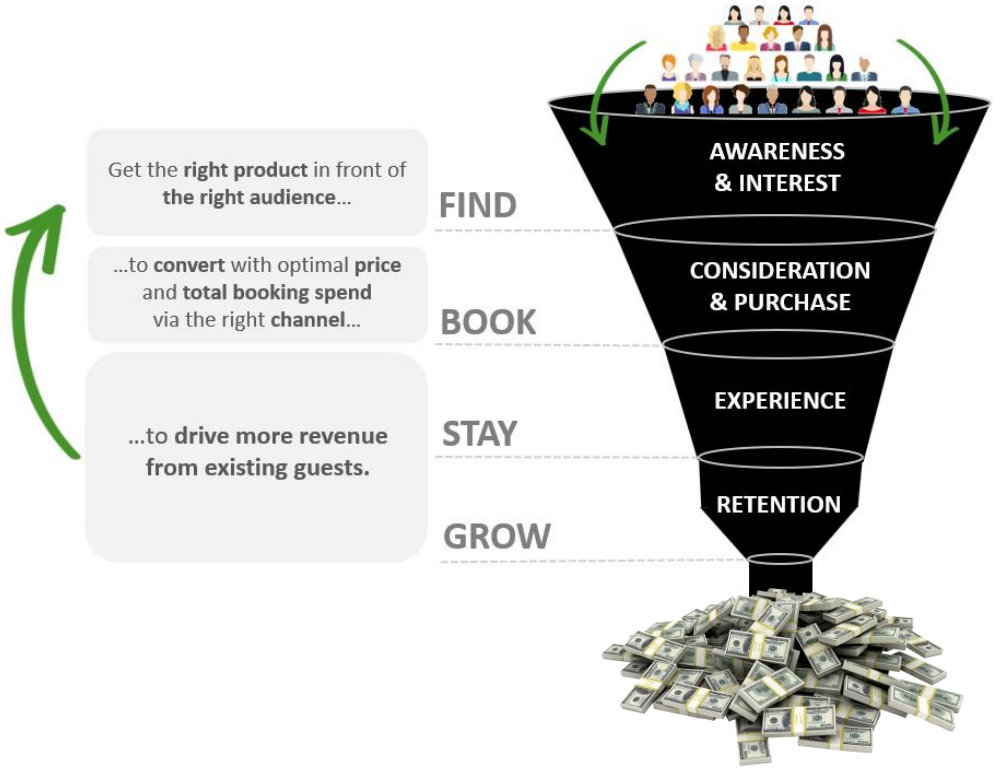
The guest is the asset!

The Guest Journey



The Guest Journey

The Marketing Funnel



What the hotel does at each stage to drive demand and revenue.

The Tech Stack

FIND

- Metasearch Management Platforms
- Digital Advertising & Marketing Tools
- Search Engine Optimisation (SEO) Platforms
- Customer Data Platforms (CDP)
- Marketing Automation Systems
- Website Personalisation Tools
- Demand Intelligence & Market Analytics Tools

BOOK

- Central Reservation Systems (CRS)
- Booking Engines
- Rate Shopping & Price Intelligence Tools
- Website Conversion Optimisation Tools
- Live Chat & Chatbot Systems
- Integrated Payment Gateways
- Rate Parity & Direct Booking Tools

STAY

- Property Management Systems (PMS)
- Revenue Management Systems (RMS)
- Guest Messaging Platforms
- Mobile Check-in/Check-out Solutions
- In-Stay Upselling Tools
- Service Optimisation & Task Management Tools
- Table Management Systems (TMS)
- Spa, Wellness & Activity Booking Systems

GROW

- Customer Relationship Management (CRM) Systems
- Loyalty Programme Platforms
- Post-Stay Survey & Reputation Management Tools
- Email Marketing Automation Tools
- Guest Feedback & Review Monitoring Tools
- Social Media Engagement & Referral Tools
- Business Intelligence & Guest Value Tracking Dashboards

CUBE

Your Tech Is Not a Stack.

It Is a Bridge.

Reframe your thinking:

Each tool should bridge guest intent with operational action.

Are your systems connected to the guest journey?

Awareness & Interest

FIND

Winning the Discovery Game

- Metasearch Management Platforms
- Digital Advertising & Marketing Tools
- Search Engine Optimisation (SEO) Platforms
- Customer Data Platforms (CDP)
- Marketing Automation Systems
- Website Personalisation Tools
- Demand Intelligence & Market Analytics Tools

Guests search by need, not brand.
Are you showing up in the right moment with the right message?

Consideration & Purchase

- Central Reservation Systems (CRS)
- Booking Engines
- Rate Shopping & Price Intelligence Tools
- Website Conversion Optimisation Tools
- Live Chat & Chatbot Systems
- Integrated Payment Gateways
- Rate Parity & Direct Booking Tools

BOOK

Turning Curiosity into Commitment

Booking must be seamless, fast, mobile-first.
Are you making it easy? …. or making guests work?

Guest Experience

STAY

Delivering the Promise

- Property Management Systems (PMS)
- Revenue Management Systems (RMS)
- Guest Messaging Platforms
- Mobile Check-in/Check-out Solutions
- In-Stay Upselling Tools
- Service Optimisation & Task Management Tools
- Table Management Systems (TMS)
- Spa, Wellness & Activity Booking Systems

- **Experience and pricing come together.**
- **How does tech enhance the stay, not just manage it?**
- **Is it a holistic team collaboration?**

Advocacy & Retention

- Customer Relationship Management (CRM) Systems
- Loyalty Programme Platforms
- Post-Stay Survey & Reputation Management Tools
- Email Marketing Automation Tools
- Guest Feedback & Review Monitoring Tools
- Social Media Engagement & Referral Tools
- Business Intelligence & Guest Value Tracking Dashboards

GROW

Turning Guests into Repeat Advocates

- **Guest relationships continue post-stay.**
- **Are you growing revenue through retention?**
- **Do have your *Feedback Loop* covered?**

CUBE

5 Questions to Ask Before Buying Tech

1. What part of the guest journey does this support?
2. What is the cost vs. guest value?
3. Will our team use it well?
4. Does it integrate easily?
5. Does it drive FIND, BOOK, STAY, or GROW?

Integration + usability matter.

A tool unused is a tool wasted.

It's Not About the Tech ….

It's About the Guest

- The best tech stack is invisible.
- It empowers your team, delights your guest, and grows your business.

THANK YOU!

CUBE

TRANSFORMING FUTURE PERFORMANCE


Commercial Strategy
CONFERENCE
hsmai
SINGAPORE 29-30 MAY 2025