



Achieving a single view of your guests Bringing data together in the hotel and leisure industry

In an industry where data is abundant, knowing what to do with your guest and operational data to deliver actionable insights for your hotel is often the missing link. Smarter data analytics tools are now bringing disparate data streams together to give hotel and leisure operators more information than ever, putting revenue-generating insights and cost-saving suggestions at the fingertips of hotel management.

Achieve a single view of your guests

Hotels and resorts collect huge amounts of data about their guests. However, this information is often tied up in siloed systems, providing limited insights to hotel management. Businesses are now looking at how they can move to a single view of their guests, incorporating accommodation information, booking enquiries, food and beverage purchases and in-hotel shopping information – all in one place. However, this is just the tip of the iceberg.

Imagine what could be achieved if you could combine this information with external social media information about guests, customer behaviour data, and guest likes and dislikes.

Having one central view of your guest allows you to better align your offerings – creating more intentional customer experiences for each customer, rather than guests all having the same experience, regardless of their needs or tastes.

For example, targeting high-spending customers with offers to increase spend per head by 10% could result in huge revenue opportunities. And, attracting first-time customers back to your hotel using targeted offers based on specific preferences uncovered in your data collection allows for more predictable occupancy rates and revenue in the future.

Supporting business growth

Global hotel inventory has grown by almost 18% over the past ten years, and this means more competition for existing hotels, while for new hotels it means the drive to differentiate themselves as they enter the market is higher than ever.

Understanding what your customer needs at every touchpoint will help you to differentiate yourself from the competition and deliver an elevated customer experience from start to finish. However, it's not just about understanding your occupancy rates and comparing data with customer booking information.

It's about understanding the end-to-end customer journey, from when they first encounter your website online or via a booking agent, through to making an enquiry and ultimately staying at your hotel.

But the opportunity for data collection doesn't end when the guests leave your hotel. In order to further build guest loyalty, hotels need to engage their customers on an ongoing basis. This involves better understanding customer behaviour derived from operational and marketing data to help inform your loyalty programs for more successful future brand engagement.

Bringing it all together

One of the main issues facing hotels is that there are often numerous business intelligence or data collection platforms in place in any one hotel, but the challenge is that these systems are often not integrated successfully. Data cannot be aggregated, and the quality and accuracy of information is often poor, with overlapping data distorting reports. In order to achieve a single view of your guest, you need to have a single, accurate version of the truth when it comes to your data; using a platform that can pull in data streams from different systems, applications and databases across your business.

Fact-based decision making

How do you come up with offers for your guests? Is it based on seasonal trends or tailored to specific guest demographics derived from historical data?

Unifying data for a single customer view ensures that decisions are made based on real-time information and are grounded in fact, rather than relying on reusing previous offers or gut feel. It also means your offers are targeted to specific customer behaviours; should you be trying to attract regular summer guests to take a winter break at your hotel? Alternatively, perhaps guests who don't already use the restaurant on site for dining could be tempted to dine with you?

Being more targeted with offers reduces the risk of eroding margin unnecessarily by only providing offers and discounts where they are needed and where it makes good financial sense.

More efficient operations

Attracting more guests and increasing spend per guest is critical for any hotel's success. But so too is ensuring that you're running a lean operation. What can your data tell you about staff performance for more productive employees? What are successful employees doing more of, compared

with less-performant staff? What impact would five staff no-shows a month have on your payroll bill?

Labour is one of the biggest costs in the hospitality sector, so ensuring that you're managing your workforce efficiently, powered by data insights to inform decision-making across staff scheduling and task distribution could have a significant impact on your bottom line.

Conclusion

We're working with hotels and resorts to develop a more accurate 'single customer view' of their guests and visitors – through our smarter payment solutions, holistic employee onboarding through our workforce management platforms, our loyalty programmes and business analytics tools.

Find out more about how we can help you to achieve a single customer view of your guests.

About Verteda, an MSL Company

When stadia and entertainment venues, hotels and resorts, and hospitality and foodservice operators want to deliver an exceptional guest experience, optimise operations, cut costs and generate more revenue, they turn to Verteda. Verteda is an MPower MSL company.

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