

A woman in a light-colored dress stands in a hotel room, holding a black suitcase. The room features a bed with a patterned blanket, a lamp, and a large window with sheer curtains. The entire scene is overlaid with a blue tint.

FOR-SIGHT

Engage. Grow. Retain.

A CRM & Data Strategy

National Hotel Marketing Conference 2023

Intros



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Data-Driven Hospitality

Leverage technology to humanise your brand, at scale.



Whether you have a single property or a group, your technology stack contains so much data



Bringing this data together lets you have a clear view of your guests, their behaviours and their preferences



CRM's can: de-dupe, merge, augment & enhance



Guest Behaviour Insights

- View on guest behaviour
- Track loyalty & marketing preferences
- Enhance guest recognition



Query your data

- Segment your database
- Understand your guest mix
- Automate your marketing



Guest Comms & Marketing

- Transactional communications
- Email marketing
- Personalisation at scale



Report and track campaign success

- Measure the success of your campaigns
- Track revenue
- Track data health



Engage



Communication is changing

As demographics change, how people want to receive their communications is also changing.

Baby Boomers

1946-1964

- Prefer telephone.
- Technologically risk adverse.

Gen X

1965-1980

- Email & telephone
- Accustomed to automated / self-service

Millennials

1981-1996

- Digital Natives
- 'Phone-phobic'

Gen Z

1997- ?

- Born digital.
- Device dependent.
- Like face to face as well.

Personalisation Expectation

44%

of Gen Z will provide more personal data to ensure a personalised experience.

44%

Of Gen Z would stop using a website that did not anticipate their needs, wants, or likes.

Why personalise?

A customer-first / personalised approach will increase customer satisfaction and loyalty.

Address each guest individually understand their expectations and preferences in order to respond as accurately as possible throughout their stay to;

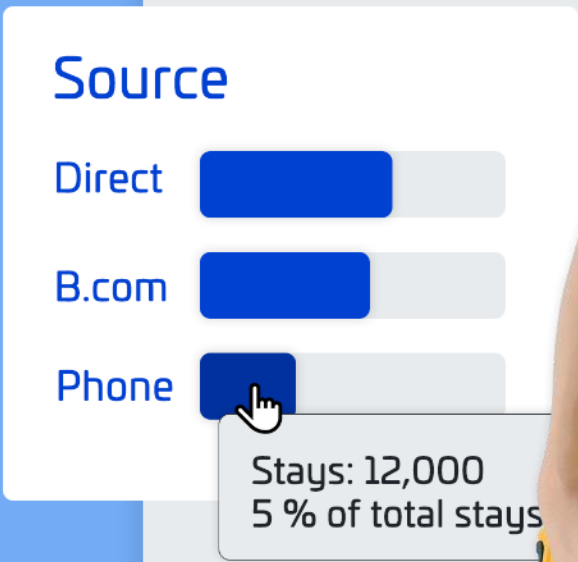
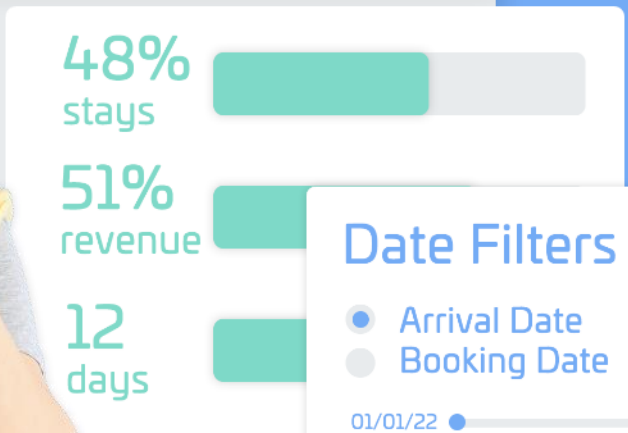
- Improve satisfaction
- Enhance reputation
- Humanise your brand



Moving beyond traditional demographics: a modern approach to understanding your guests



Learn about your Single guests



Date Filters

- Arrival Date
- Booking Date

01/01/22 — 01/08/22

Stay Filters

Location: Hotel Group ▼

Room type: (All) ▼

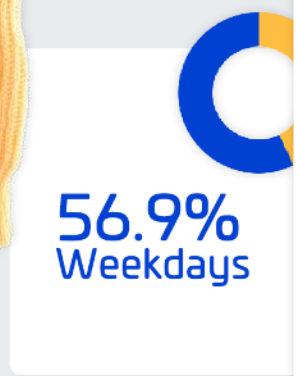
more filters

Contact Stays

RFM Colour: (All) ▼

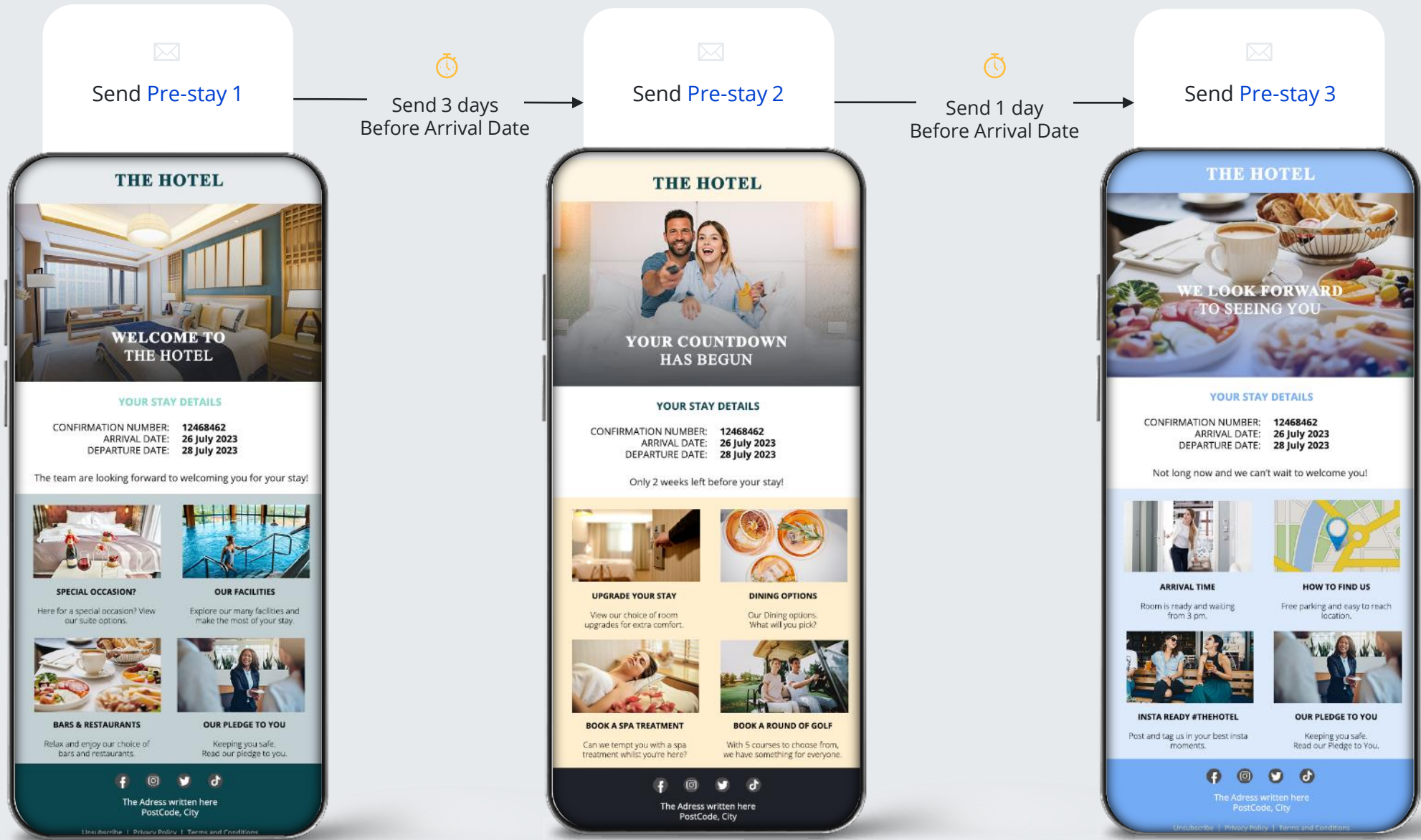
Email marketable: (All) ▼

more filters





Before
Stay



Automate

RULE NAME	RULE	LOCATION(S)	STATUS
Pre-stay 1	Send email 14 days Before Arrival Date at 11:00	The Hotel	<input type="checkbox"/>
Pre-stay 2	Send email 3 days Before Arrival Date at 11:00	The Hotel	<input type="checkbox"/>
Pre-stay 3	Send email 1 day Before Arrival Date at 11:00	The Hotel	<input type="checkbox"/>
Arrival	Send email on Arrival Date at 7:00	The Hotel	<input type="checkbox"/>
On Property	Send email 1 Day After Arrival Date at 9:00	The Hotel	<input type="checkbox"/>
On Property	Send email 1 Day Before Departure Date at 9:00	The Hotel	<input type="checkbox"/>

Before Stay (Icon: Suitcase)

On property (Icon: Bell)

Automate

RULE NAME	RULE	LOCATION(S)	STATUS
Post-stay 1	Send email 1 day After Booking Date at 11:00	The Hotel	<input type="checkbox"/>
Post-stay 2	Send email 2 days After Booking Date at 11:00	The Hotel	<input type="checkbox"/>
Post-stay 3	Send email 4 days After Booking Date at 11:00	The Hotel	<input type="checkbox"/>
Bring Back 1	Send email 5 days After Booking Date at 10:00	The Hotel	<input type="checkbox"/>
Bring Back 2	Send email 20 days After Booking Date at 10:00	The Hotel	<input type="checkbox"/>



After Stay



Bring Back

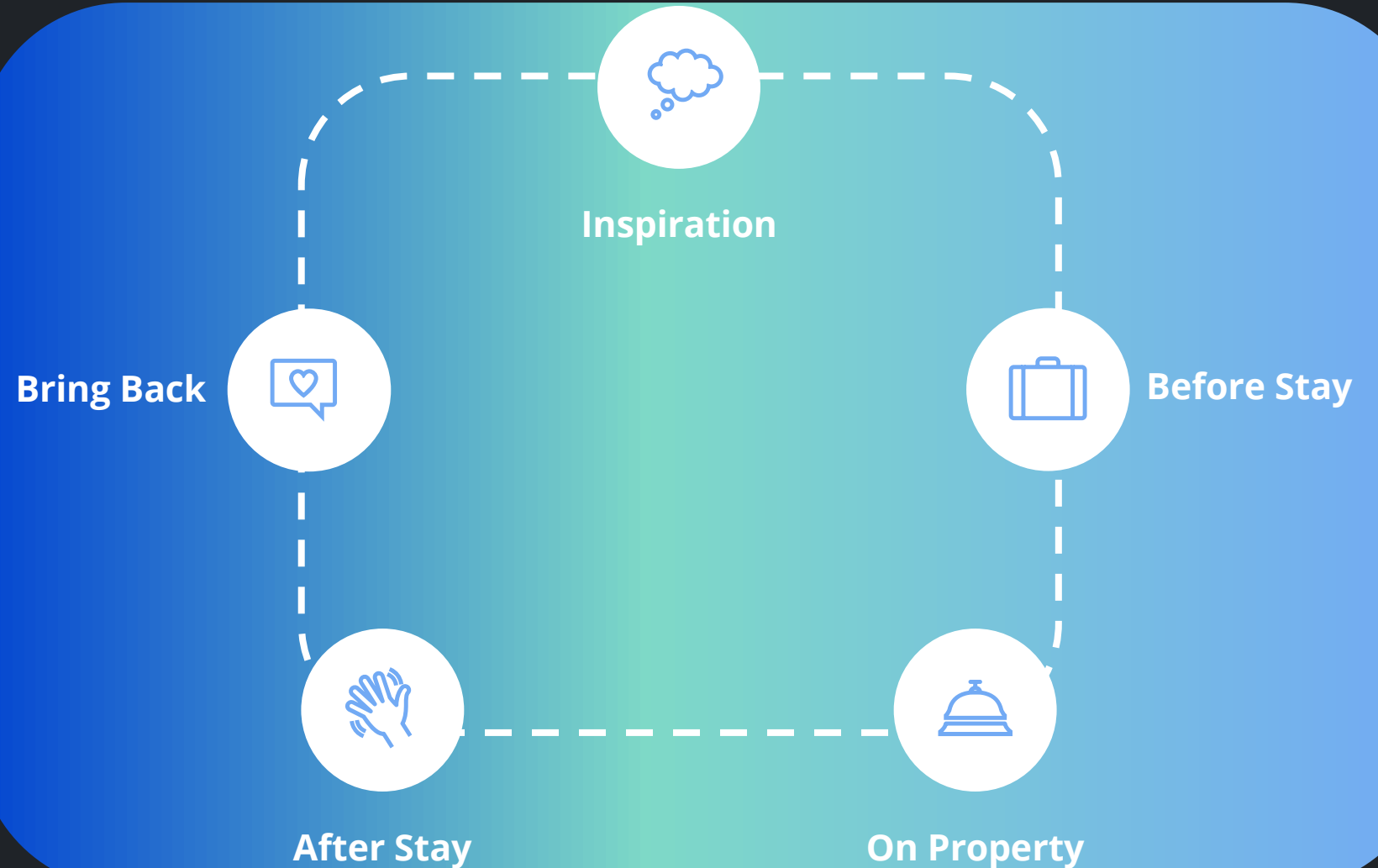


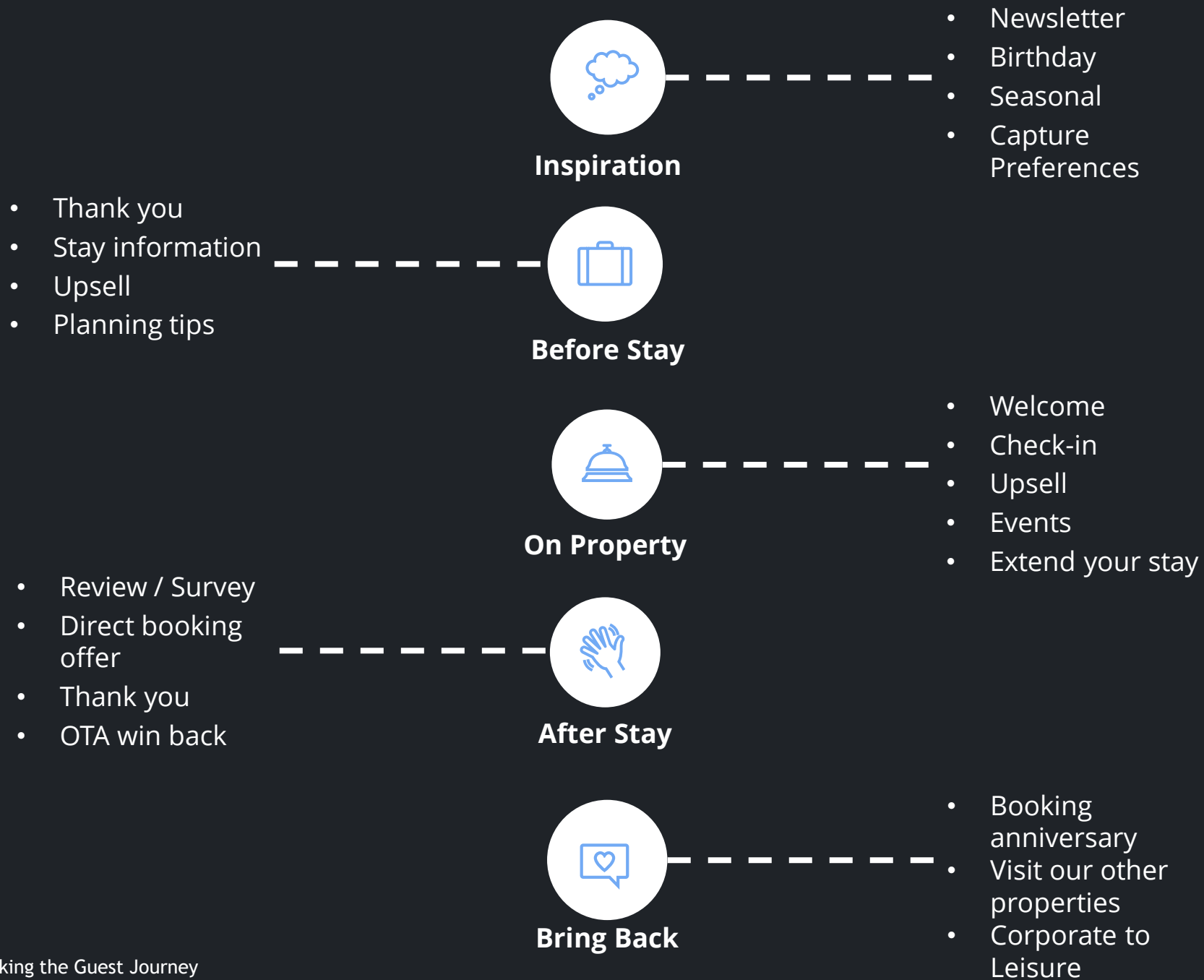
Grow



The Guest Journey

There are many chances to engage with your guests across their journey





Guest Profiles



**The business
traveller
always on the
move**



**The family on
a sightseeing
holiday**



**The couple
enjoying a
romantic
weekend**

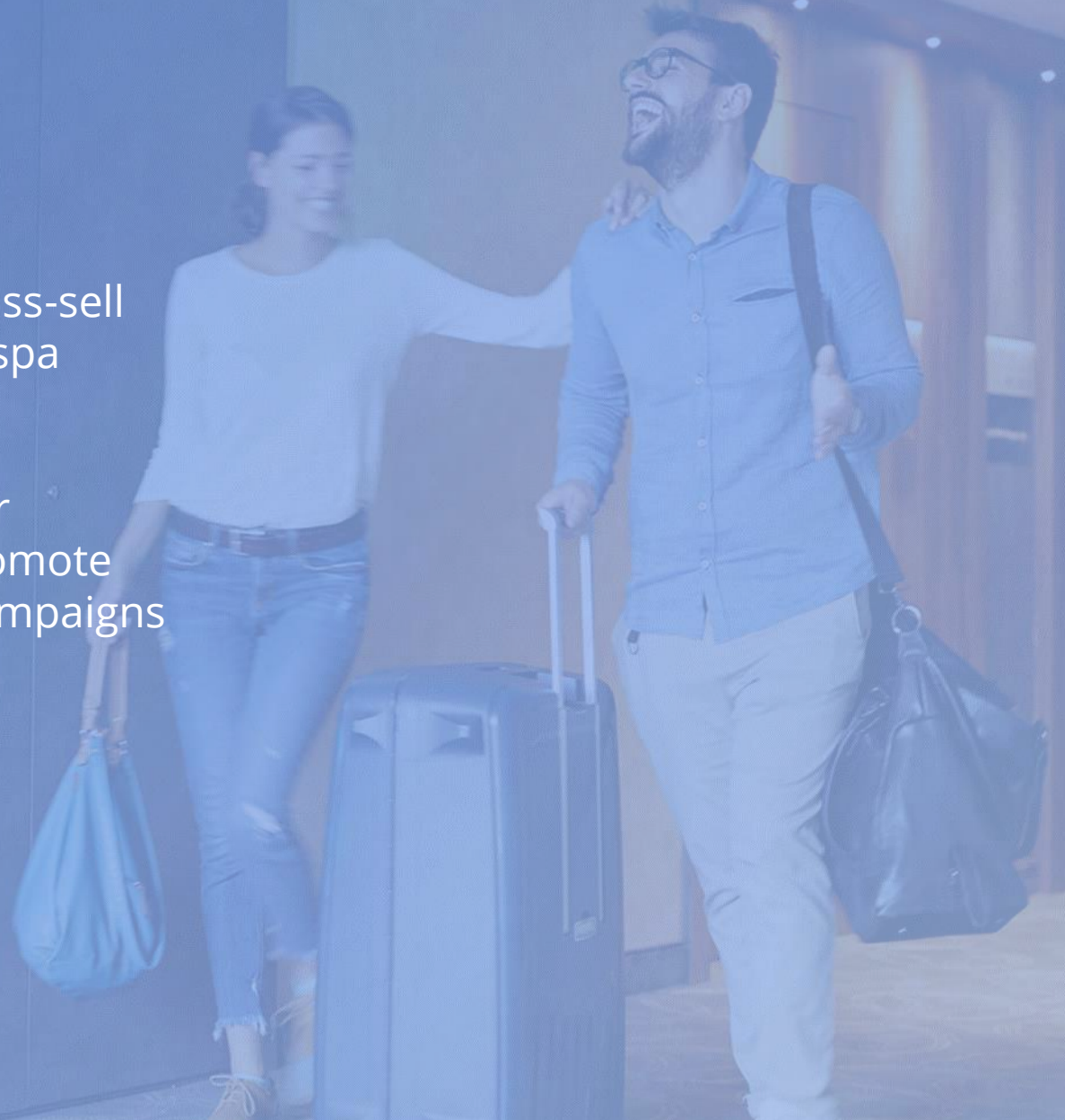


**The parents
visiting their
child**

Cross Sell

Use guest data from CRM systems to cross-sell additional products or services, such as spa treatments or room service.

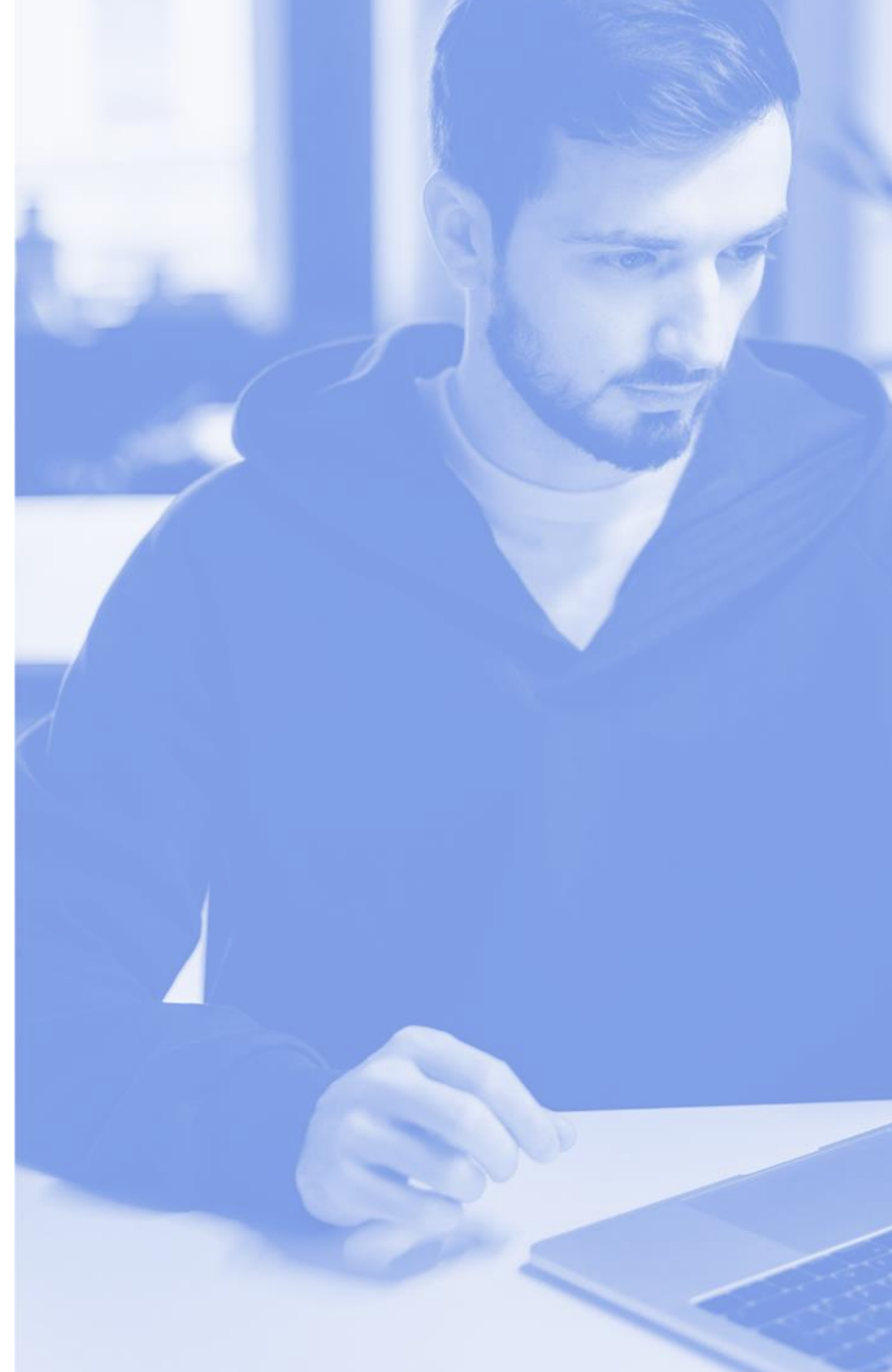
Tailor offers to each guest based on their preferences and past behaviour, and promote these options through targeted email campaigns or in-room messaging.



Personalised Experiences

Use guest data from CRM systems to create personalised experiences that go above and beyond typical hotel offerings.

This could include surprise amenities or customised activities that align with guests' interests and preferences, creating a memorable and unique experience that generates additional revenue and enhances guest satisfaction.



Referral Programs

Use guest data from CRM systems to create referral programs incentivising guests to refer friends and family to your hotel.

Offer rewards such as discounts, free nights, or exclusive perks to encourage guests to spread the word and generate additional revenue through new bookings.



Grow your revenue with targeted communications

Decide whether you're communicating based on time or behaviour:

Time



Behaviour



Define your trigger

Choose an event, i.e. 3 Days before arrival & no dining booked.
Decide on your **guest segment(s)**



Assign rules

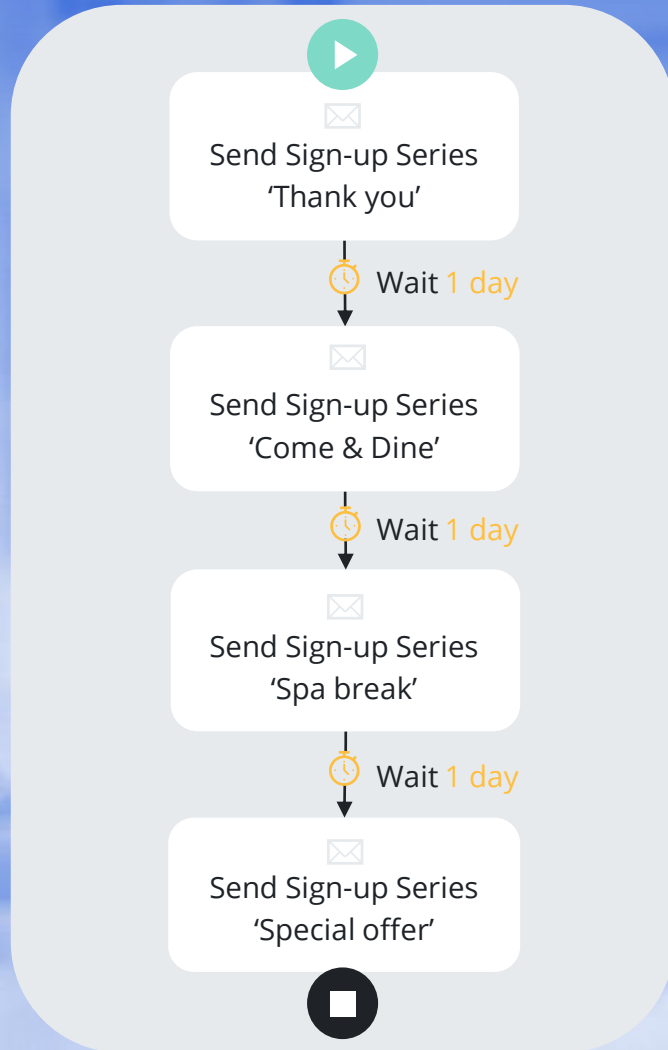
Set rules based on behaviour
Include **delays** - wait X time before sending next email



Design the content

Make it personal (guests' name, birthday date) – use the data!

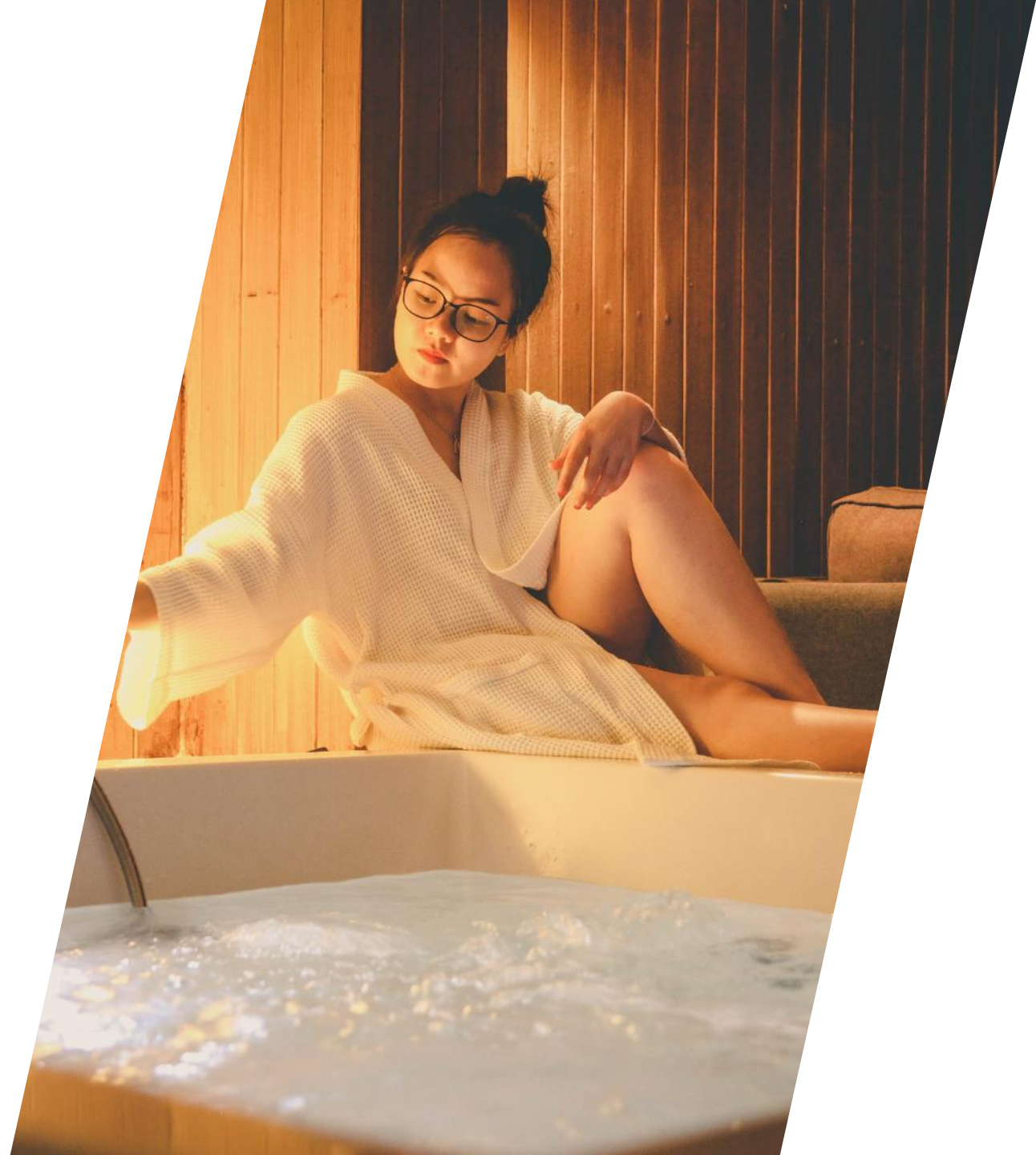
Measure your success



Campaign	Total send	% delivered	% unique opens	% unsubscribes	% unique clickers	Click to open rate
Sign-up Series 'Thank You'	3,382	99.57%	87%	0.08%	35%	40%
Sign-up Series 'Come & Dine'	3,379	99.93%	68%	0.06%	17%	19%
Sign-up Series 'Spa break'	3,377	99.92%	66%	0.09%	23%	16%
Sign-up Series 'Special offer'	3,374	99.71%	50%	0.36%	15%	21%



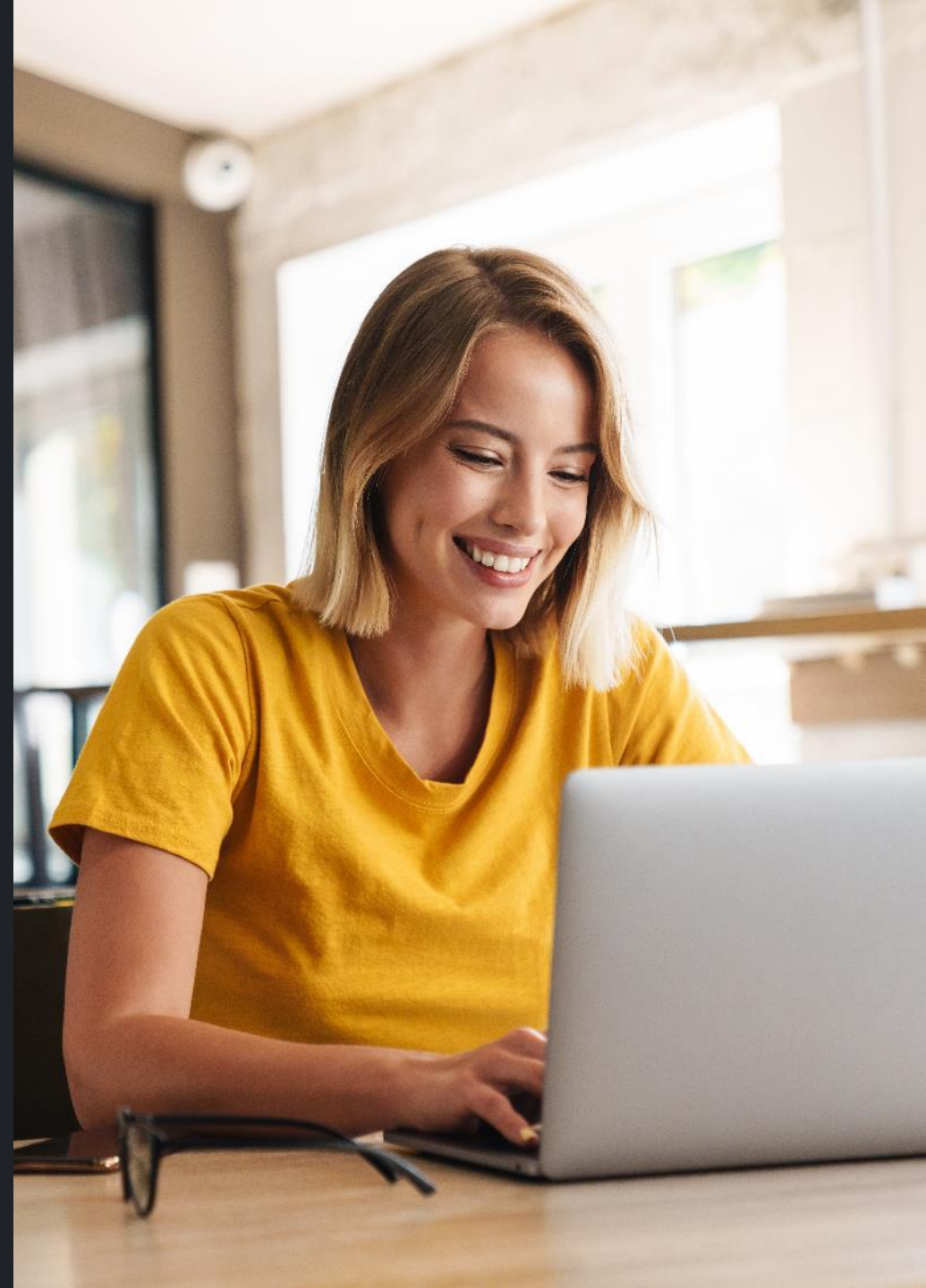
Retain



1 out of 5 of travellers say they use OTAs (online travel agencies) to book all or part of their travel.

Most OTAs make money by taking a **commission per booking**, which is anywhere **from 5% to upwards of 25%**.

Source: HotelTechReport.com



Reducing OTA Reliance



Get a clear view on 'OTA guests'

Organise your data to give a clear view on OTA email addresses used for booking so you can take action.



Automate marketing bring-back campaigns

Implement email marketing campaigns that are automatically sent to 'OTA guests', after their stay.



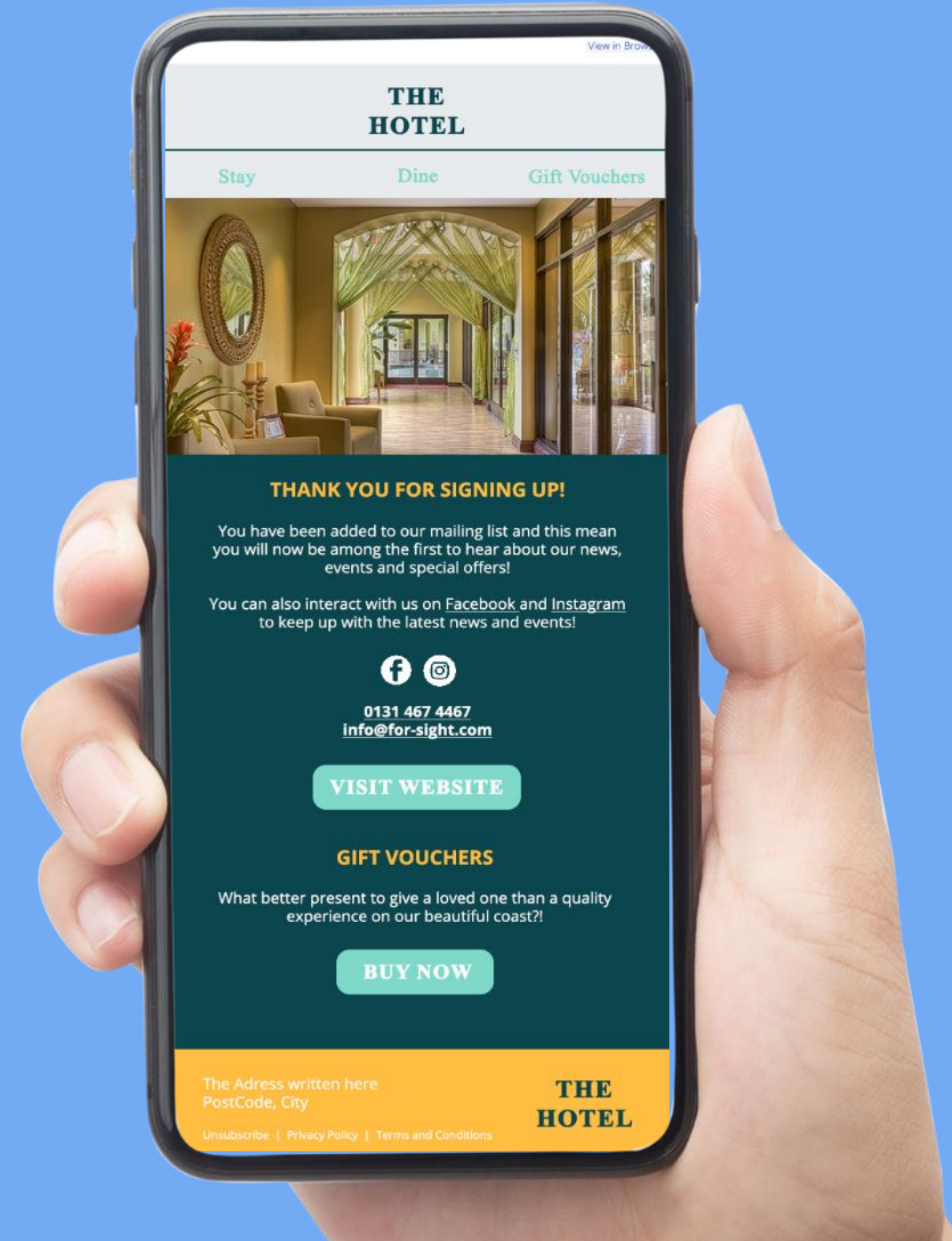
Leverage Additional Technologies

Make use of processes such as online check-in, mobile key and others to collect actionable data.

Reducing OTA Reliance

Check-in Online!

Check-in online and why not sign up to receive news, announcements & special offers just for you. Please see our privacy policy for details on how we use your personal data.



Loyalty driven by data...



An Asset to Drive Loyalty

74%

of consumers wouldn't care if the brands they used now, vanished. (Havas)

- Understand your guest RFM (Recency, Frequency, Monetary)
- Communicate in a personalised way, using that data, to drive loyalty



27	38	32	6	611
Arrivals	Guests	Adults	Children	Quality Score
FULL NAME	EMAIL	VALID EMAIL	COLOR	EMAILABLE
John Smith	j-smith1257@aol.com	✓	Platinum	✓
Amily Melia	amitymel99@sky.com	✓	Silver	✓
Kara Gierard	kara_gier_ard@gmail.com	✓	Silver	✓
Mackenzie Stut	12421.kenz@guest.booking.com	✗	Blue	✗
Arvy Caton	09725_arca@guest.booking.com	✗	Blue	✗
Demetrius Sworne	demetriuswornee@gmail.com	✓	Silver	✗



Retention Marketing

Use your data to **reward** customer loyalty



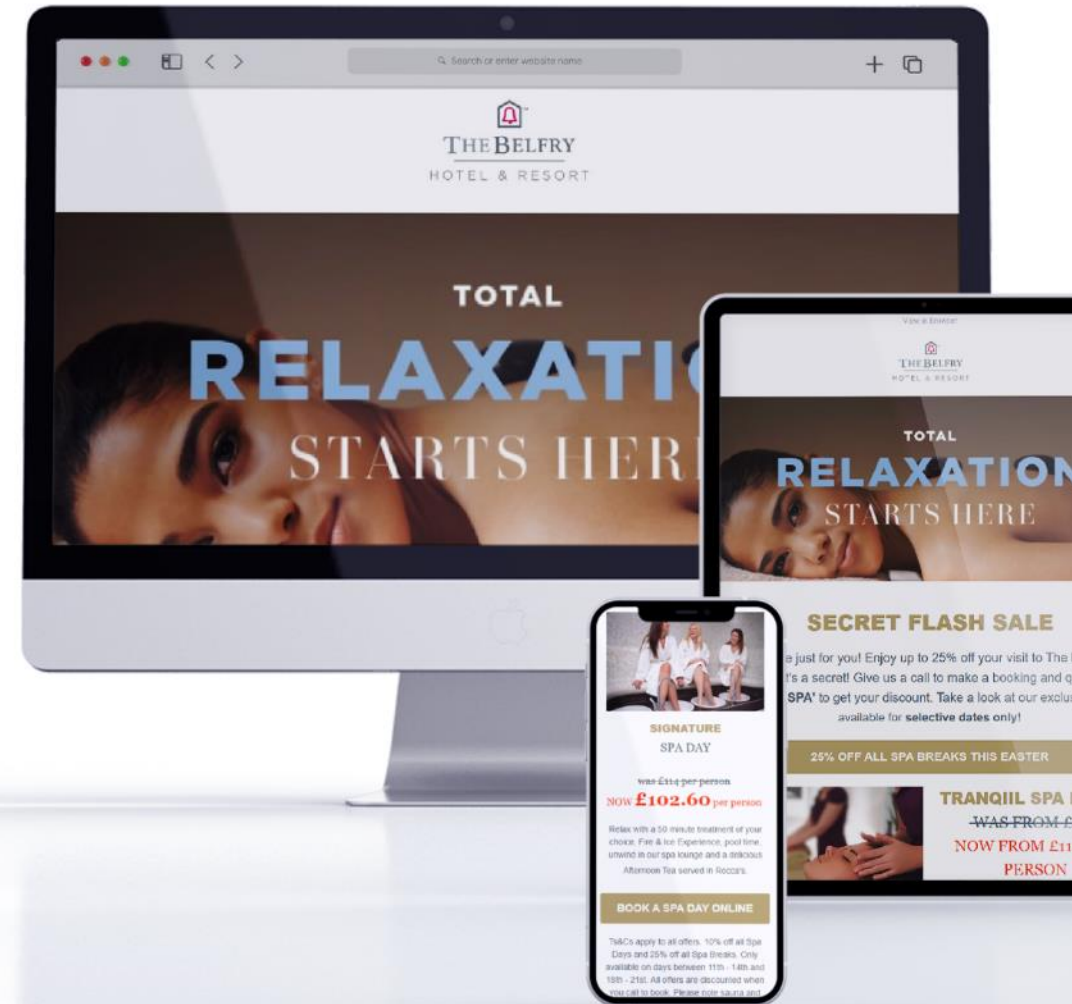
Identify



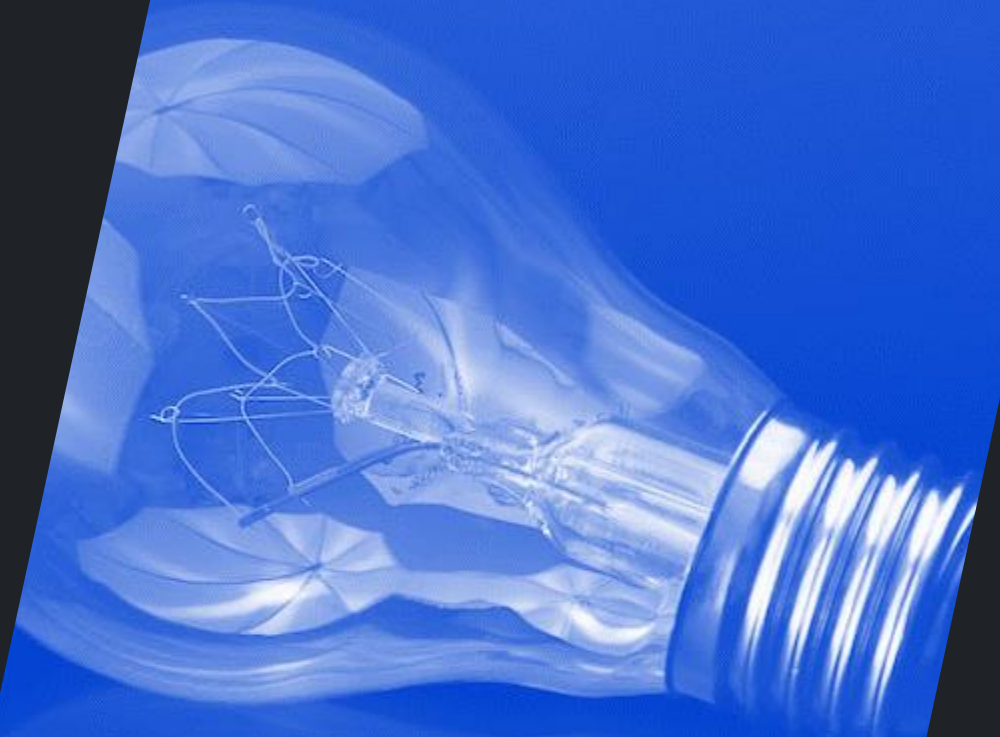
Segment



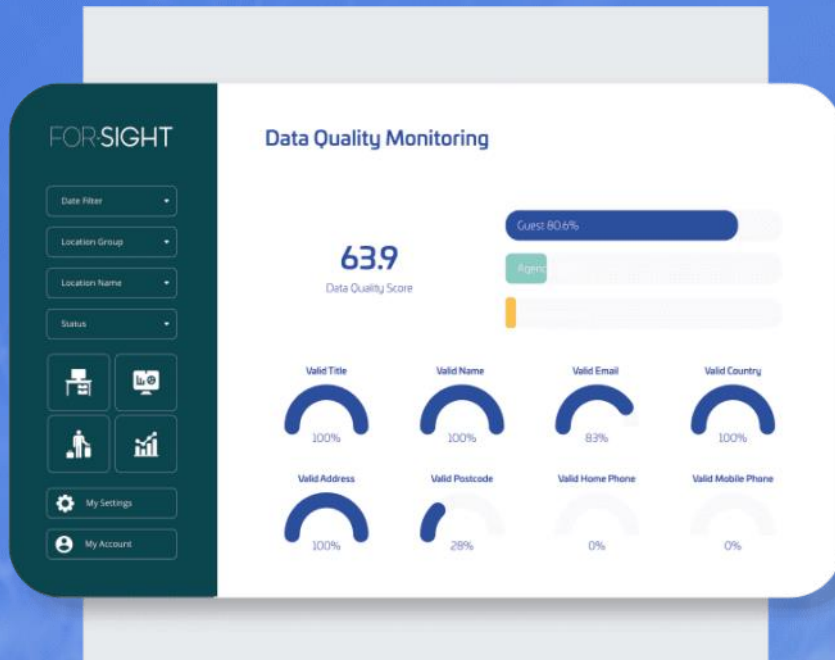
Recognise & Reward



The Importance of a CRM and Data Strategy



Best Practices for Hotel Data Collection



Empower your team with the importance of clean data

Create incentive programs

Track the Success of your incentive programs

Technology: Making Guest Data Actionable (and scalable)

- Managing guest profiles and booking data can be overwhelming for hotels
- CRM system serves as a centralised hub for all guest information
- CRM technology integrates different systems for effective management of data.

Data Strategy: More than Just Collecting Customer Data

- CRM is essential for managing customer data and creating personalized marketing campaigns.
- Hotels can use CRM to track guest preferences and behaviour to offer personalized experiences.
- A solid data strategy is crucial and should be aligned with business goals and customer needs.



Data Strategy: More than Just Collecting Customer Data

- Invest in tools and resources for effective data collection and analysis.
- Prioritise data privacy, permissioning and security when handling customer data.
- A well-executed CRM and data strategy can drive bookings and loyalty.



It works!

By leveraging technology and expert marketing strategies, you can achieve significant growth

£ 15k

1,620% ROI

Single seasonal
SPA campaign for
15 days

£ 18k

3,045 % ROI

With **4 emails**
Sent over 1 month

£ 320k

1,288 % ROI

With **automated**
email marketing
over 6 months

+52%

Direct bookings

With **automated**
email marketing
over 6 months

HOTEL X 2021-2022

Campaigns Sent

228

Emails Sent

22,004,430

Total Revenue (per email sent)

£4,184,579 (£0.19 p/e)

Email address value

£9.33 in 2 years

Distinct Emails Contacted

448,676

Emails Opened (% Opened)

6,117,537 (43.6%)

Emails Clicked (% Clicked)

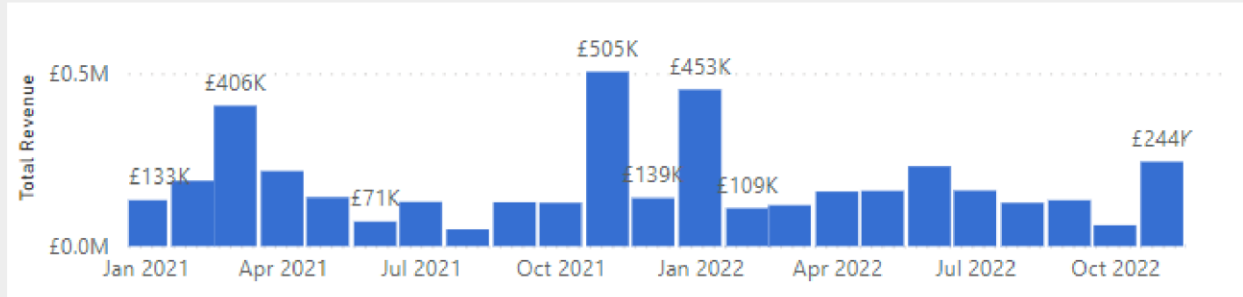
421,647 (12.4%)

Total Stays (% Click to booking)

7,142 (5.3%)

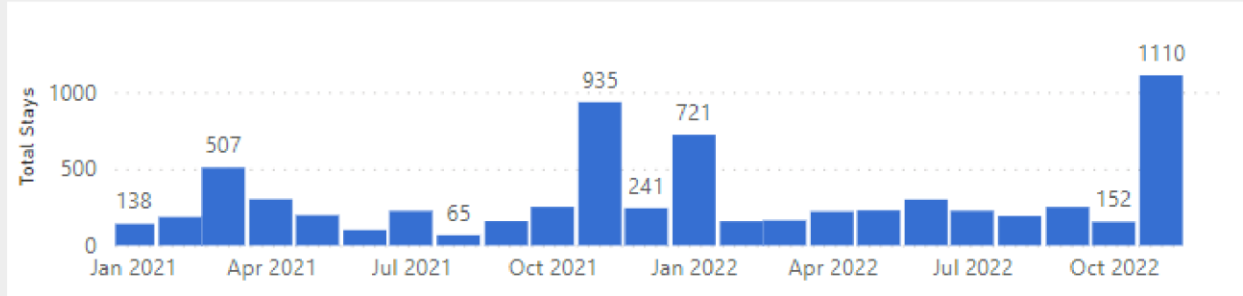
Distinct Email Addresses Booked

70794



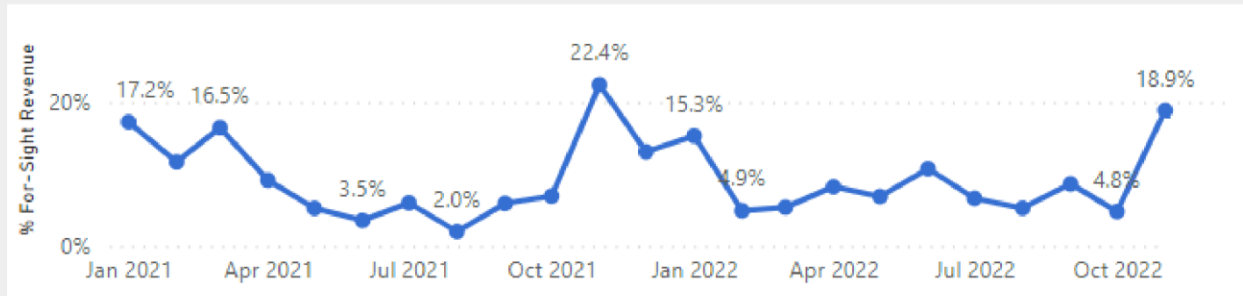
Avg Total Revenue

£174,357 (per month)



Avg Total Stays

298 (per month)



Avg % Revenue

8.99% (per month)

In practice...

A discussion with **Debbie Neate**,
Head of Marketing – Sutton Hotel
Collection



FOR-SIGHT

UNLOCKING
THE **guest**
JOURNEY

Thank You

Any Questions?

