

# Combine analytics with indoor network infrastructure assets to deliver a connected guest experience



## The issue

In some ways, what those in the hospitality industry want for their guests is simple. They want to open a new channel for direct interactions with guests based on capabilities they're already using extensively. They want their guests to receive a personalized greeting upon arrival on the property. They want to inform the guests about available amenities in which they may be interested, based on what they know about each individual guest - including when and where they're on the property. In short, they want guests to feel known, appreciated and informed.

The reasons leading hospitality companies want to provide this level of service are also simple. They want their guests to feel well cared for because that's what drives affinity and loyalty. Plus, by informing guests of relevant offers and amenities, they can drive additional revenue.

There has never been more data available to deliver exactly this type of connected experience. After all, a growing number of guests use mobile apps to guide their hospitality experience, many more typically connect to hotel Wi-Fi once they're on the property, and virtually all of them are constantly texting. Hospitality companies now have the ability to connect with their guests and know exactly where they are.

This is the part where things can get complicated when it comes to experience delivery. It's one thing to know that guests are constantly generating data that could help hospitality service delivery teams create a transformative, yet personalized guest experience. But combining the on-property network infrastructure, applications, data, compute and processing power, and advanced analytics capabilities it takes to put all that data to its best use introduces real business complexity. That's where SAS, Cisco and Intel, working together, can make all the difference.

## Our approach

Hospitality companies, looking to provide a truly connected guest experience, must bring together a range of different capabilities:

- First, they need indoor Wi-Fi infrastructure assets that are secure, scalable and able to deliver a reliable stream of useful guest data. Cisco Meraki is the leader in cloud-controlled Wi-Fi, routing and security, which is one big reason it has been so readily adopted by hospitality companies.

# The SAS, Cisco and Intel difference

Providing a superior connected guest experience requires several different sophisticated technologies. It makes a big difference when these technologies work together seamlessly. That's why SAS, Cisco and Intel have closely collaborated to create a connected guest experience solution for customers in the hospitality sector. Customers who put this solution to work benefit from capabilities that are widely acknowledged for their power and sophistication – together.

SAS Interaction Management, for example, “earned near-perfect marks” in “The Forrester Wave™: Real-Time Interaction Management, Q2 2017” decision arbitration category for predictive and real-time analytics, AI and offer optimization.

Cisco's Meraki technology now boasts more than 230,000 customers and more than 3 million network devices online around the world. Meraki includes wireless, switching, security,

communications and security cameras, all managed through an intuitive web-based dashboard interface.

All of this is made possible by Intel processing. Both SAS and Cisco have optimized their code to take advantage of the Intel architecture.

It all adds up to the most advanced, integrated customer experience solution, attuned to the unique demands of the hospitality industry, available today.

- They need advanced analytics capabilities that can help them to make sense of all that connected device data along with context-awareness. That's where SAS' Customer Intelligence enters the equation, helping leaders use data to determine what to do, when, with whom and how. Together, Meraki and SAS Customer Intelligence will know that an event occurred, with Meraki sending information to SAS for identification and determining the next-best action.
- Finally, they need serious data processing muscle, which is where Intel's world-leading processing capabilities play a huge role in powering all of the above.

## Benefits

- Know all your guests better.
- Understand guest context, travel partners, frequency and patterns.
- Identify when the time is right to contact a guest – and when it's wrong.
- Identify and engage with guests with and without the use of a mobile application.

- Unify customer data across all interaction channels.
- Effectively combine staff capabilities, back-office and operational systems, and on-property resources to provide an optimal and contextual connected guest experience.

## What our customers are doing

### Personalized greeting upon arrival

To provide an exceptional, engaging customer experience, this hospitality service provider uses SAS, Cisco and Intel technologies to send guests a personalized greeting upon arrival at the hotel property: “Welcome to the [hotel name], John. We appreciate your being a Platinum Elite member. Please let us know if there's anything we can do to make your stay more pleasant.” This solution is accompanied by a dashboard that shows the staff which guests are in range of the property. The dashboard provides guest profile information, current location, previous location and any notes staffers entered before.

### Push to lobby bar

This hotel chain drives additional food and beverage revenue, as well as active guest engagement, by notifying guests about drink specials or reminders about the lobby bars, specifically targeting guests who are known to be on the property: “Happy hour is about to start, John – show this to your server for 10% off your first drink!” The system also avoids sending duplicative offers.

### Push to restaurant or rooftop

What if the lobby bar is full, but the hotel restaurant has seat availability? The hotel sends a focused but soft push notification to guests on the property, letting them know about their best options for dining or entertainment considering current long waits. This includes “current condition” updates to guests on-site, such as: “The lobby bar is in full swing, John! Meanwhile, it's 72 degrees outside, and our rooftop bar has plenty of seating if you're looking for another option.”

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