How can we deliver more personalized service to our guests?

**YOUR GOAL:** Build valuable relationships through personalized interactions.

We all know the impact of personalized service from our own experiences. Whether it’s the owner of the restaurant on the corner who calls you by name or the barista who starts your “usual” when he sees you walk through the door, it feels good to be treated like a VIP. All too often, however, your airline fails to appreciate your loyalty, even when your status is listed on the boarding pass, or your hotel treats you like you’ve never been there before although it’s the fourth time you’ve checked in.

Every contact the guest has with your operation is an opportunity to foster loyalty, leading to increased visits and on-property spending, whether they initiate the conversation by visiting the website or call center, or you do through an email or direct mail offer. Technology captures details of these interactions, but disparate systems in multiple touch points across the property make accessing and integrating guest profiles extremely challenging, let alone matching on-property interactions to the information stored in CRM systems, call center logs and website visits.

**OUR APPROACH**

In order to deliver personalized service and increase on-property spending, accurate, credible and complete guest information needs to be available at each interaction point.

We approach the problem by providing software and services to help you:

- **Get a single, accurate and credible profile of the guest** that can be used for real-time marketing across the enterprise. Our solution integrates disparate data from source systems to create a clean, correct entity in the master data management (MDM) repository.
- **Stay ahead of the competition and make revenue-maximizing decisions** because you have confidence in the accuracy of your data. Operational governance and stewardship services support inspection, root-cause analysis, the correction of data and the propagation of corrections across the environment.
- **Increase guest satisfaction, improve the guest experience and increase revenue and profits.** The “golden record” of guest profiles can be surfaced at the point of contact through the source system in real time.
- **Increase guest profitability.** Make analytical scoring available in real time through an SOA services layer.
- **Make the most efficient use of limited marketing resources.** Data quality algorithms reduce duplication in the database, and analytical scoring ensures that you target only the guests most likely to respond.

SAS’ master data management solution allows you to manage a single golden record of guests across all your source systems. This golden record, updated at each point of contact, contains key pieces of information about guests, including guest scoring, and is surfaced back in real time in source systems.
THE SAS® DIFFERENCE: Closed-loop process to improve cross-sell revenue

SAS provides a data integration solution more advanced than any other software vendor's.

- **Phased approach.** You start with data integration, quality and governance to get a full picture of your data and processes.
- **Product integration.** Our solution was developed organically, so all the components are designed to function together. Our competitors are trying to figure out how all the pieces integrate.
- **Multidomain, flexible data model.** You can start with guest information, but our multidomain, flexible data model supports any entity you want to maintain records on. Whether it is location, products or vendors, you can get a consolidated, accurate and credible view of key information.
- **Operationalize analytical scoring.** With SAS, you can also surface analytical scoring as part of the guest record through an SOA services layer.

We can help you improve the guest experience, increase guest satisfaction and loyalty, and increase revenue and profits by ensuring that key guest information is available in real time at the point of contact with our fully integrated solution – which is built on a market-leading data integration, quality and governance foundation.

**CASE STUDY: A major casino company**

**Situation**

The casino company needed a system in place to track customer behavior and deliver personalized marketing offers and services to differentiate itself in a highly competitive market.

**Solution**

SAS’ master data management solution delivered superior customer intelligence to drive marketing strategies in real time allowing all operational systems to understand who a patron is at the point of interaction.

**Results**

- Improved one-to-one marketing with patrons, particularly when the patron is on the resort property.
- Increased on-property spending with targeted offers and recommendations.
- Improved patron satisfaction and enhanced patron experience from personalization at every interaction.