



THE POWER TO KNOW.

Impact

“The growing popularity and influence of social media makes listening a critical research and insight generation activity. Marketers are turning to listening platforms to harvest the rich trove of consumer conversations generated across all social media including blogs, message boards and social networks.”

Suresh Vittal, *Listening Metrics That Matter*,
June 4, 2009

Challenges

- **Making sense out of volumes of information.** Hoteliers can easily identify negative reviews and understand how to respond, but identifying broader trends using volumes of unstructured text data requires a new analytic method.
- **Validating new service offerings or products.** Measuring the effectiveness of new offerings is often difficult because there is little or no integration between public data (e.g., blogs) and internal data (e.g., guest feedback or surveys).
- **Compiling a continuous history of conversations.** Hotels struggle to keep up with the latest reviews, opinions and posts, let alone keeping track of what happened last month or last year, yet this historical information can provide deep insight into developing trends.
- **Tying sentiment to critical business issues.** Management may feel passionate about a co-branding opportunity or summer promotion, but if that initiative is not creating guest interest, it will not generate expected returns.
- **Identifying social network influencers.** Determining who guests are listening to provides tremendous marketing opportunities, but with thousands of guests participating, it is important to determine who is actually leading the conversation.

How can hotels turn online conversations into meaningful information?

YOUR GOAL: Turn public data into actions and actions into strategy

Word of mouth has always been the most influential marketing for hospitality companies. With the advent of social media, word of mouth is now a global conversation where opinions travel as fast as they are formed. Good or bad, accurate or misinformed – your guests’ opinions are broadcast on social networks, microblogs, video-sharing websites and message boards for the world to see. It is time for you to join the conversation and, more importantly, turn social data into meaningful, usable information.

A social media program should be both tactical and strategic. It is important to respond to individual questions, comments and complaints in a genuine and transparent manner. It is equally, if not more, important to use the information in traveler reviews, blogs, opinion sites, video and photo galleries, and editorial content strategically to track sentiment, monitor brand reputation and identify and target influencers in the network – users whose opinions are most faithfully followed. Best of all, social data is public data; for the first time, hoteliers can directly compare sentiment about their brands to the way that guests feel about the competition.

OUR APPROACH

As hotels refine their social media programs, filtering out the noise to hone in on specific, recurring themes adds a strategic focus to tactical guest satisfaction efforts. Mining text data for sentiment and influencers enriches marketing strategy, customer relationship management and operational efficiency. We approach the problem by providing software and services to help you:

- **Accumulate knowledge** about relevant guest conversations by integrating pertinent data across online channels, including CRM systems, traditional news sites and social media forums, and store that content in an analysis-ready format.
- **Target the most influential participants**, so they are always in the know about your latest and greatest product and service offerings by tracking social networks and identifying the most influential participants, not just the ones with the most friends and followers.
- **Answer questions** about guests’ needs and desires, strategic marketing opportunities, media allocation and online engagement – from all levels of your organization – using a reporting and analysis platform that keeps executives informed by using concise indicators via the Web, mobile phone or e-mail.
- **Quantify the impact** of promotions, new offerings and strategic partnerships on your reputation and the bottom line by comparing sentiment before and after a promotion, new offering or partnership announcement.

You’ve made a serious investment in your social media strategy; you need to be able to monitor and measure your efforts. Let SAS help you use the results to guide your service offerings, promotions, strategic marketing plans, pricing strategies, loyalty program management and customer relationship management.

THE SAS® DIFFERENCE: Understanding and predicting the impact of social media

Applications that are simply listening platforms are not enough. What is needed is the ability to bring context to those conversations by better aligning them with your business strategy with the added flexibility to analyze those conversations as you see fit. Only SAS enables you to:

- **Identify influencers** to allow you to give the most influential guests special offers and insider promotions designed to make them enthusiastic fans.
- **Capture and integrate online conversation data** to create a data archive that becomes essential in evaluating the impact of strategic decisions.
- **Apply text analytics to social data** to get at the heart of how guests feel about your hotel and services and how you measure up to the competition, and link this to the bottom line so you can make strategic decisions about your reputation.
- **Establish the relationship between sentiment and operational metrics** so decision makers can turn guest insight into action by providing access to the right information.

Only SAS provides the market-leading analytics to transform your tactical social media efforts into a strategic program by identifying trends in sentiment and linking them to key operating statistics.

CASE STUDY: A global hotel company

■ Situation

Sustainability initiatives are becoming a must-have in the hotel industry. Hotels have been under pressure from their guests, stakeholders, owners and government agencies to demonstrate their commitment to the environment. This hotel company wanted to know if its sustainability efforts appealed to its customer base, and how its efforts compared with those of its competitors.

■ Solution

SAS delivered a social media analysis solution that:

- Captured conversations about sustainability both specific to the hotel's parent brand and to the hospitality industry in general.
- Consolidated the topics of conversations both about the hotel's brand and in the larger industry and compared the volumes to the industry as a whole and for the specific brand.

■ Results

- Through text mining, concept linking and phrase clouds, the hotel company identified which sustainability concepts were most attractive to guests based on the volume of conversations about those topics.
- The hotel company discovered that its brand was associated more closely with sustainability in the broader hospitality industry than its competitors.
- The company is now able to focus sustainability initiatives, and publicity of those initiatives, on those that are most important to the customer base.
- Further opportunities to apply sentiment analysis to this sustainability data were identified.

■ What if you could ...

Accumulate knowledge about relevant guest conversations

What if you could keep your finger on the pulse of guest sentiment, with an eye to managing your brand reputation strategically over time?

Target the most influential participants

What if you could target the most followed reviewers with special offers and insider promotions, so they become your biggest fans – and do your marketing for you?

Answer questions about guests' needs and desires

What if you could continuously improve intelligence about online conversations by measuring, monitoring and evaluating sentiment in online conversations, and stakeholders from across the enterprise could measure ROI, track key indicators and improve brand reputation?

Quantify the impact of promotions

What if you could increase your understanding of guests' reactions to promotions, new offerings and press releases by combining sentiment, volume of conversation and content with operational metrics like booking pace and revenue lift?

■ You can. SAS gives you THE POWER TO KNOW®.

SAS FACTS

- SAS has been in business since 1976 and today has customers at more than 45,000 sites worldwide.
- *CRM* magazine has named SAS the leading provider of CRM analytics for the eighth consecutive year.
- SAS customers make up 92 of the top 100 companies in the 2009 FORTUNE Global 500®.

Learn more about SAS software and services for hospitality at:
www.sas.com/industry/hospitality



SAS Institute Inc. World Headquarters +1 919 677 8000

To contact your local SAS office, please visit: www.sas.com/offices

SAS and all other SAS Institute Inc. product or service names are registered trademarks or trademarks of SAS Institute Inc. in the USA and other countries. ® indicates USA registration. Other brand and product names are trademarks of their respective companies. Copyright © 2010, SAS Institute Inc. All rights reserved. 104595_S57245.0710