



› Solution Brief

Business Impact

In an industry where 1 percent of guests can contribute up to 20 percent of a company's revenue, accurate and complete guest information is the foundation for driving enterprise profits.

Challenges

- **Disparate systems.** Guest purchases from hotel rooms, restaurants, retailers, spas, etc. are captured in operational systems with different formats and database structures.
- **Incomplete guest view.** Without a full picture of behavior, hotels can't understand guest preferences or expected spending.
- **Duplicate or incomplete records.** Multiple booking channels cause errors and duplication of effort – wasting resources and irritating guests.
- **Communication failures.** Individual properties don't always know guest preferences or status prior to arrival, resulting in poor service and dissatisfied guests.

Target Guests With Promotions and Services Tailored to Their Preferences and Purchase Behavior

The Issue

To maximize profits, hotels need to increase the loyalty and wallet share of their most valuable guests by marketing to their preferences and encouraging repeat visits. Focusing on the wrong guests reduces profitability across the enterprise. For example, if a hotel targeted guests who would likely take advantage of spa services, golf and restaurants, rather than guests who only generate room nights, they could significantly increase revenues and profitability.

Unfortunately, money often gets spent on blanket campaigns that don't target individual guests or segments with offers they're most likely to respond to. As a result, guests may feel that the hotel doesn't care about them, or simply doesn't offer services designed to meet their needs. It becomes easy for those guests to switch to a competing hotel.

Our Approach

To increase the brand loyalty and wallet share of their most valuable guests, hotels must understand guest preferences (locations, activities, room types), purchase behavior (frequency, length of stay, time of year) and profit potential. SAS® software and services help you:

- **Integrate and standardize guest data from multiple channels, systems and properties** into a unified, accurate view of all interactions. You can implement standardized and customized processes while adopting consistent business rules across all data sources and platforms.
- **Improve campaign planning and deliver exceptional customer service** as you profile, monitor and actively manage the consistency and accuracy of guest information. Identify potential problem areas and how to address them, before projects start. And focus on root-cause analysis to make improvements.
- **Empower business analysts and data stewards** by giving them customized interfaces and state-of-the-art data quality tools for each department or brand. Users can define data correction rules to reflect organizational changes, and cleanse data where needed – then visualize the impact.

SAS links each interaction to a single, integrated customer record to give you a full, accurate view of the guest. So you can target the right guests with the most appropriate campaigns and services.

The SAS® Difference: A 360-degree view of guest behavior and value

SAS gives decision makers the information they need to enhance the guest experience and develop targeted marketing that can boost competitive position and overall profitability. With SAS, you get:

- **Integrated guest data** from disparate operational systems. SAS also helps identify missing data and eliminate errors.
- **Accurate, credible guest information** that helps you understand and precisely target your most valuable guests.
- **The ability to measure, track and predict** guest activity and spending across the property - leading to better customer service and repeat business.
- **Clean customer records** that provide a well-rounded view of guest behavior and value at a glance.

SAS approaches data integration and analysis as a continuous, inter-related process. Unlike many systems where separate components must be tuned individually to meet increasing demands, SAS solutions require no major investments in time or money to accommodate increased volume or complexity.

Case Study: A large hotel and casino resort

Situation

The resort wanted to gain insight into guest behavior and understand the true value of individual guests across the property. With this information in hand, the resort felt it could create appropriate marketing offers that would entice guests to visit. It would also know how to deliver exceptional customer service to those guests once they arrived.

Solution

SAS provided a comprehensive data management solution that pulls gaming and nongaming data together from disparate sources to create a total customer view. The solution uncovers data quality issues and includes easy-to-understand reporting capabilities.

Results

- The ability to acquire high-value guests from new markets.
- A better customer experience that increases loyalty and generates repeat business from existing patrons.
- Less costly marketing campaigns as well as increased response rates, due to better patron segmentation and tracking.
- Rapid financial consolidation and a faster budgeting process that promotes more responsive decision making.

What if you could ...

Eliminate errors before they cause problems

What if you could integrate all your data in real time and match guest records from disparate operating systems to drastically improve data quality and credibility?

See a full picture of each one of your guests

What if you could access all information about each guest's activities from one place to get an accurate picture of their total value to your company?

Get a better response

What if you could segment guests according to booking trends, behavior and other factors to reveal their likelihood to respond to promotions and emerging travel trends?

Target your marketing

What if you could use guest information to automate and personalize campaigns to make them less costly and more successful?

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

SAS Facts

- SAS helps customers at more than 70,000 sites improve performance and deliver value by making better decisions faster.
- SAS customers make up 91 of the top 100 companies on the 2013 Fortune Global 500® list.
- Gartner Inc. positioned SAS in the Leaders quadrant of its 2013 *Magic Quadrant for Data Quality Tools* and 2013 *Magic Quadrant for Data Integration Tools*.

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