

Improved Customer Retention and Experience for a Leading Indian Luxury Hotel Chain with Automated Loyalty Management System



ABOUT THE CLIENT

The client, a subsidiary of India's largest conglomerate, is the fastest-growing luxury hotel chain with 80+ hotels across 50+ destinations in India.

The client has a growing customer base; however, non-automated system hindered their ability to trace member movements and their interests. Data redundancy impacted the accuracy of reporting and member services. The client needed a single view of members across channels and properties.

WHAT WAS NEEDED

- Analytical ability to trace member movement and decipher their interests
- Centralized point accumulation aligned to customer spending pattern and channels
- Automated member services – upgrade/downgrade, redemption options and promotional vouchers

SOLUTION

- Implemented Siebel Loyalty with partner portal across all properties/channels to create single member view
- Incorporated marketing/analytics capabilities for efficient customer targeting and effective promotional strategies
- Automated processes for efficient member services – upgrade, downgrade, retention, etc.
- Integrated fulfillment center, call center, inventory, POS, PMS, partner, and reservation systems etc., to improve overall program dynamics

RESULT

- Member base growth of 28% YoY
- Special promotion during off-peak season has seen 12% YoY growth
- Redemption velocity increased from 11% to 32%, with 87% instant redemptions
- 60-70% time reduction in the cycle – promotion creation to launch

ABOUT ITC INFOTECH'S INTELLIGENT PLANNING CAPABILITIES

ITC Infotech delivers Smart Loyalty solution enabling CMOs and Loyalty Heads to convert all customer interactions into personalized engagements. Our platform-based approach and pre-built accelerators help us deploy our Solutions as a Service with speed, scale and cost effectiveness - saving of up to 25% on cost and time. Our deep understanding of the loyalty ecosystem from decades of experience across industries give us an unparalleled edge over competition.