

# 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 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 SMART LOYALTY 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.