



## CASE STUDY

# A Customer Data Platform for a New Breed of Hotel

The Redpoint CDP

## Why

Our client is a standout, lifestyle brand with a bold and fun personality. Its unique “affordable luxury” value proposition is a first in the hotel industry.

**The client approached Redpoint with three key challenges:**

- Create an accurate golden record for each guest
- Drive effective “better” guest engagement through powerful segmentation and multi-channel activation capabilities
- Enable the company to use everything it knows about the guest to enhance the guest experience, wherever the guest shows up

## What

The Redpoint CDP unifies the client’s “messy” data. The CDP brings together data from multiple sources (e.g., reservation systems, web properties, call centre) to create a single guest view that acts as a solid “data foundation” for all guest engagement.

Marketers use the platform’s segmentation and journey orchestration capabilities for targeted multi-language messaging across multiple channels such as email, SMS, Facebook, mobile app and Google Ads.

Call centre integration enables reservation teams to make personalised offers based upon known guest behaviour and preferences. MoodPad integration superpowers “smart” guest rooms for enhanced guest experience.

## Wow

The client “trusts in technology” to deliver the best possible service to its guests. Part of this trust is the client’s continued investment in the Redpoint CDP which:

- **Provides a consistent, effective B2C solution** across the company’s three core geographies: EMEA, North America and APAC. B2B comes next
- **Enables the company** to drive loyalty, increased guest lifetime value and “direct booking” growth
- **Delivers targeted SMS comms** for increased mobile app uptake, and supports 60-second self-service check in
- **Delivers a multi-layered single customer view** (with gold, silver and platinum records), satisfying the needs of each business function (e.g. hotel operations, marketing, call centre)