

Organizations across all industries continue to move their sales and marketing budgets to more measurable channels and programs. As organizations leverage more analytics, increase their reliance on database marketing, and become a fact-based decision making organization, the quality of information becomes the most important asset of their customer facing strategies. Our hospitality client made the commitment to customer centricity and began with constructing a data foundation for now and the future. They wanted to be able to answer the following questions.

- What are my customer’s preferences from reservation to their stay?
- How many different ways do I interact with my customers? Who is a loyalty member? Who is a meeting planner? Who is a travel agent? Who is a combination of all of the above?
- How can I provide consistent metrics to the sales force, operations, marketing, and hotel management?
- How can I follow my customers through their various interaction channels? Phone, Web, and Email?
- How can I operationalize my customer information in order to improve the customer experience, create efficiencies, and provide relevant marketing offers the point of customer contact?

Data Quality, and especially customer data quality, is the foundation of our Client’s CRM and Business Intelligence systems. As such, AmberLeaf has helped develop state of the art data quality, master data management, data warehouse and business intelligence solutions. AmberLeaf helped developed the overall roadmap, approach, and information systems to support for our client’s vision for customer focused sales and marketing. AmberLeaf provided the following services for Hyatt.

Roadmap Development. Our client needed to update their marketing technology infrastructure. AmberLeaf identified the business requirements, the vendors, the technical architecture, and the project plan to take our client’s marketing technology toolset to the next level.

Rules Development. When starting a customer information initiative, the most important aspect is identifying and driving consensus around the business rules. How records are matched, what the best record looks like, and how the information is standardized is the foundation to a solution regardless of the technology or data cleansing vendor chosen. Our client’s customer information landscape is complex due to the different types of constituencies: businesses who schedule events at hotels, meeting planners that help manage those events, guests, travel agents, and business contacts. Not to mention that our client is a global enterprise, capturing information in over 20 different languages.

Master Data Management. The landing place for the consolidated, cleansed, normalized, and integrated set of customer information is a Master Data Management (Customer Hub) system. Our client had over 12 sources of customer information that was rife with duplicates and inconsistencies. The MDM solution provided name and address standardization, customer (both business-to-business and business-to-consumer) matching, and consolidation of multiple, duplicate customer records into best records (or golden records).

Data Integration. Reservations, event bookings, and guest hotel stays came from hundreds of systems across the global. ETL processes source and integrate over 4000 files and database tables each night in order to construct an enterprise data warehouse and a complete view of the customer. The data warehouse supports inbound and outbound interfaces to third party and internal systems, business intelligence applications, email marketing, and campaign management.

AmberLeaf proposed and implemented a complete customer information architecture including Data Integration, Data Quality, and Master Data Management. In addition to creating the Customer Hub and the Enterprise Data Warehouse, AmberLeaf also implemented several business intelligence applications (Digital Marketing Dashboard and Events and Catering Analytics using Cognos) and Marketing Automation using SAS.

