Personalisation

Personalisation, also a marketing strategy, is about leveraging data analysis and digital technology to deliver better customer experiences through individualized messages and relevant offerings based on past purchases & personal preferences.





When done correctly, personalisation can improve a hotels ability to:



Know the customer through their profile, demographic, where they're from and their interests.



Recall the customers history, especially how they act as a reflection by what they booked, purchased & consumed.

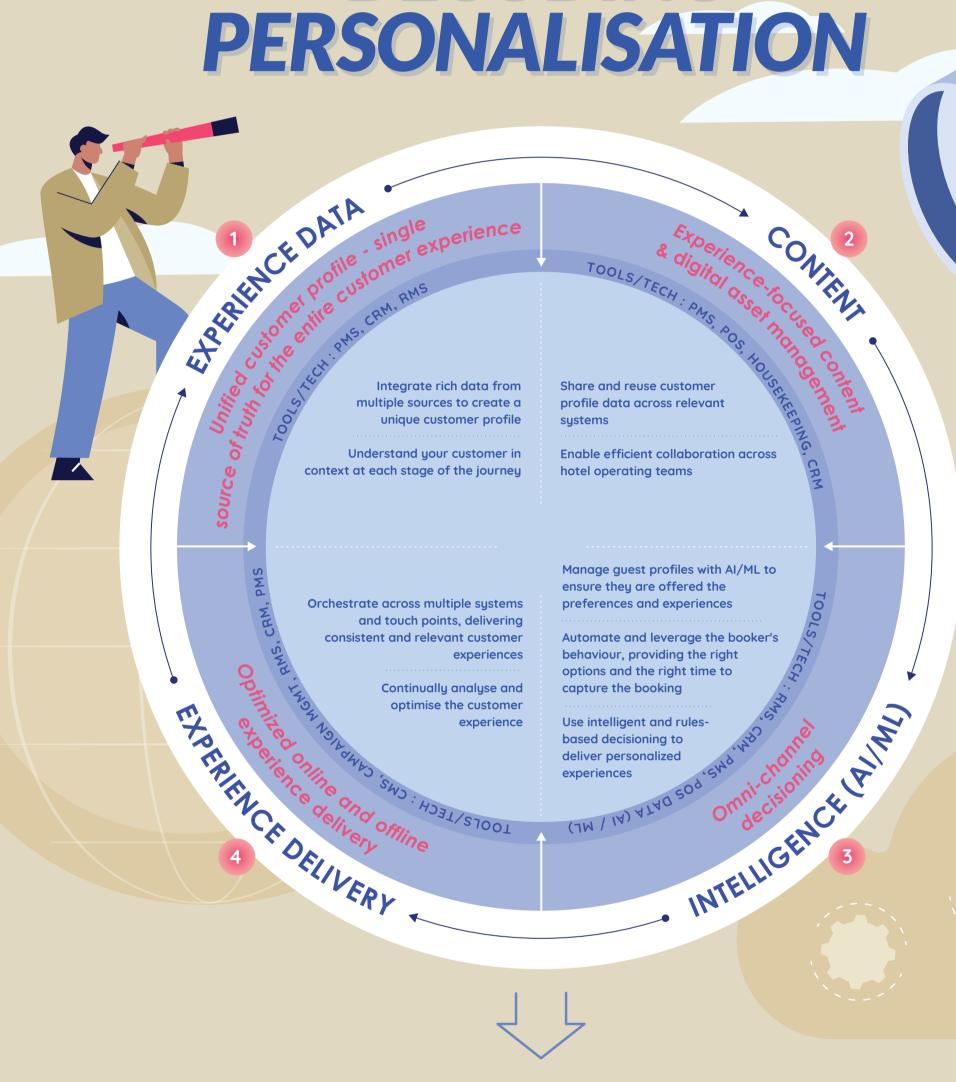


Deliver the right promotion, content and service suggestions for the guest based on actions, preferences and interests.



Deliver personalisation within the context of the digital experience based on who the guests are, where they are located and what time of year it is.











SOURCES: DeLoitte, ExitBee