

Personalisation

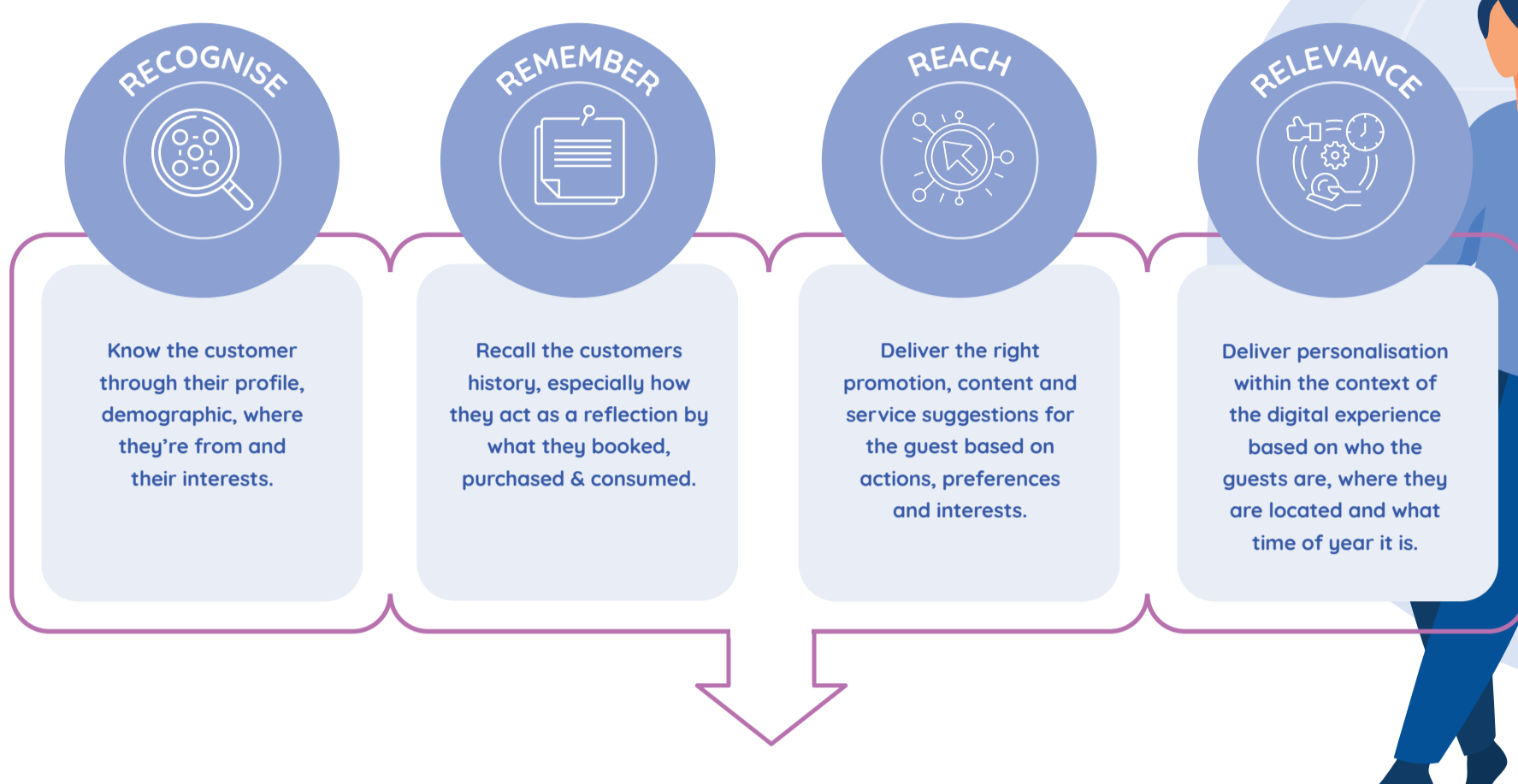
INFOGRAPHIC

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.

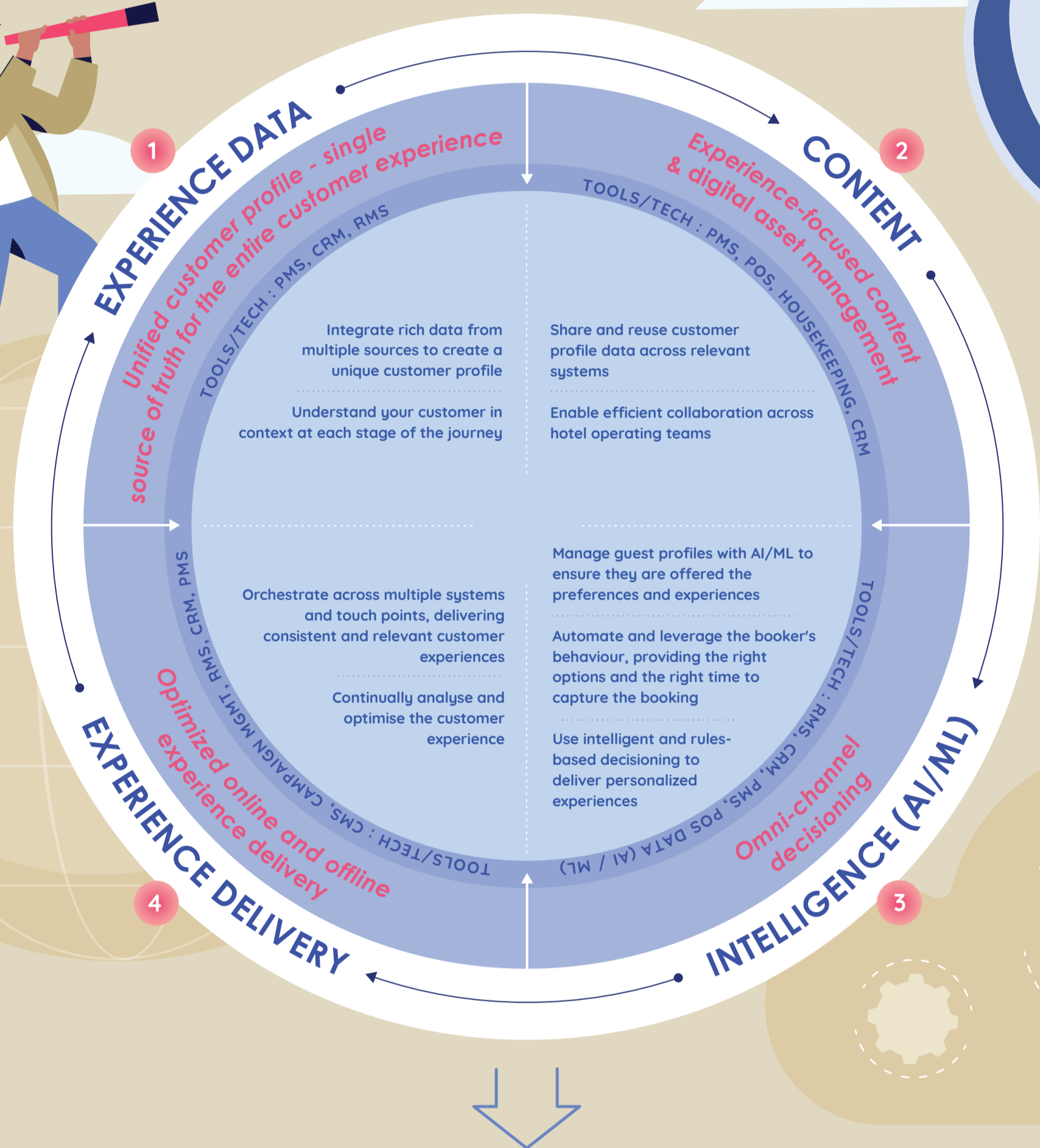


FOUR Rs OF PERSONALISATION

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



DECODING PERSONALISATION



ELEVATING GUEST EXPERIENCE

