success story

dailypoint™
Central Data Management

PROVIDE THE BEST SERVICE EVER WITH A CENTRAL GUEST PROFILE

September 2019
A perfect guest recognition and individualized service is a key factor for loyal customers

www.dailypoint.com

success story

SITUATION

Guests expect an ever better, more personalized service from arrival to departure. However, hotels are often unable to meet these demands, even for their most valuable guests. The reason for this is the absence of a central, all-encompassing guest profile.

Even a CRM system is no solution, as most CRM's in the hotel industry are purely marketing-oriented. Thus, the collected guest knowledge is not available at the point of sale.

The second reason is the poor data quality. For repeat guests, i.e. the most important guests of a hotel, the PMS has an average of three profiles available. A consolidated, clean guest profile is a rarity even in the luxury hotel industry.

In addition, the VIP codes are normally assigned manually. This in combination with the poor data quality leads again to errors and mis-treatments.
The result is a faulty service. Even the most motivated employees can hardly change that since the needed guest information is missing.
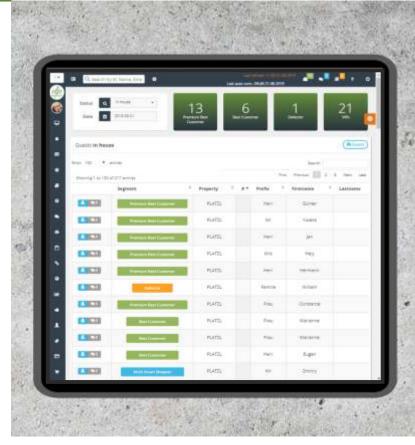
RESULTS

In dailypoint™, all relevant data sources can be combined in one central system (CDM = Central Data Management). The patent-pending, specially-developed data cleansing processes automatically create a central, clean guest profile for each guest from the existing mount of data.

Using the dailypoint™ Profile Engine, all data can be searched, and interests automatically created. Thus, the guest knowledge improves with every action. dailypoint™ offers also the possibility to send a Registration Card before arrival. Room and food preferences can be queried and saved in the central profile. In addition, the VIP codes can be created automatically based on pre-defined rules.

By means of the 2-way integration into the PMS the accumulated and adjusted guest knowledge is available everywhere.

In addition, dailypoint™ offers an intelligent arrival and in-house guest list. It allows a perfect guest recognition and an optimal service at the front desk, in the F & B or in housekeeping. dailypoint™ provides a real-time data exchange with the PMS.

With an automatic follow-up after check-in it is possible to measure the guest satisfaction on the spot and to respond in a timely manner.

With a central guest profile, the guest service can be boosted to the next level. Possible add-ons include e.g. Code2Order or hotelkit using the open API for an easy access to the guest knowledge.

MODULES

- dailypoint™ Data Laundry
- dailypoint™ CDM Central Data Management
- dailypoint™ Privacy Dashboard
- dailypoint™ Profile Engine
- dailypoint™ Campaign Management
- dailypoint™ Quality Management

dailypoint™ Marketplace Partner