Digital Transformation of Hospitality with MicroStrategy 10
The challenge
Organizations in the hospitality industry are faced with several unique challenges and difficulties in today’s market. Providing exceptional customer service, optimizing revenue management, and staying ahead of competition strengthened through mergers and acquisitions are some of the industry’s challenges. In order to make the best possible business decisions, whether pertaining to occupancy rates, loyalty strategy, or channel bookings, hospitality organizations must link and analyze disparate data to improve operations, management, security, and service.

The solution
MicroStrategy helps hospitality organizations manage key challenges unique to their industry – allowing them to turn hidden insights from data into actionable intelligence, in real time. With a suite of applications run on the MicroStrategy platform, organizations can improve and optimize sales revenue, enhance marketing campaigns, improve call center operations, and deliver cutting-edge guest services.

MICROSTRATEGY 10 enables hospitality organizations to digitally transform their businesses.
The challenge
Without well-defined insight on channel mix, hospitality organizations have struggled to optimize conversion, retention, and ancillary revenue for each individual channel.

The solution
With MicroStrategy, users can combine data across multiple channels and customers, discover hidden insights, and pursue strategies to improve each touchpoint across the business. This insight can be used to determine a hotel’s optimal channel mix, specifically designed to increase key metrics on customer acquisition, retention, and inventory. Armed with the advantage of knowing how channels perform with various customer segments, MicroStrategy delivers the tools necessary to achieve an advantage over the competition.

Obtain an overview of hotel management KPIs to improve business decisions and better compete in the market.
The challenge
Hospitality organizations use benchmarking to constantly measure and analyze performance against industry peers and the market. This analysis plays a vital role in an organization’s revenue management strategy. But finding the precise benchmarks against which to measure can be a challenge, especially given that information often resides in disparate systems and may not be easily combined and analyzed.

The solution
MicroStrategy can be used to help hotels determine key benchmarks to measure when comparing their performance against past results and direct competitors. This helps to determine the overall health of the organization. By sifting through and analyzing high volumes of data, MicroStrategy can deliver meaningful, actionable information to hotel management, in real time.

View real-time market pricing and occupancy data to determine more-competitive price points.
The challenge
It’s critical for hotels to better target smaller customer segments – such as business travelers or tour groups – and understand why, when, and where they are traveling. It is now critical to conduct more effective and personalized marketing campaigns and better serve patrons onsite given their unique needs.

The solution
MicroStrategy makes it easy for hospitality organizations to analyze customer data by seamlessly connecting all touchpoints including website browsing, call centers, mobile app usage, and social media interactions. With MicroStrategy, users can easily analyze customer data related to revenue, complaints, marketing offer responsiveness, demographics, and more.

The valuable insight extracted can be used by hotels to segment customers for marketing programs, predict customer defection, determine which areas to invest resources in, and personalize every interaction. By enabling hospitality organizations to be proactive with customer relationships, MicroStrategy can help these organizations to acquire new customers, retain existing ones, and maximize customer lifetime value.

Perform needs-based segmentation and determine the current and lifetime value to improve business strategies.

ANALYTICS/MOBILE APPLICATION:
CUSTOMER SEGMENTATION

- Identify customer trends by location and across various time periods
- Increase profitability, competitiveness, brand recall, brand equity, customer retention, and customer communications
- Leverage insights to acquire new customers, retain existing ones, and maximize customer lifetime value
- CUSTOMER SEGMENTATION
  - Perform needs-based segmentation and determine the current and lifetime value to improve business strategies.

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The challenge

All customers subgroups such as business travelers, tour groups, or weekend travelers, have diverse and specific needs. It’s incumbent on hospitality organizations to market to each group in unique and effective ways, making campaigns more relevant and effective. Hospitality organizations are challenged to perform a detailed RFM analysis to gain a better understanding of their customer pool.

The solution

MicroStrategy makes it easy for hotels to quickly comb through large amounts of customer data and seamlessly connect activities from all customer touchpoints. MicroStrategy enables hotels to easily perform an RFM analysis based on past purchase behavior to divide customers into key groups for customized campaigns. Key benefits of an RFM analysis include increased customer retention, increased response rates, increased conversion rates, and ultimately, increased revenue.

The valuable insight extracted from various data sources can be used by hotels to segment customers for marketing programs, predict customer defection, determine which areas to invest resources in, and personalize every interaction they have with business or mass market residential consumers. By enabling these organizations to be proactive with customer relationships, MicroStrategy helps hotels acquire new customers, retain existing ones, and maximize customer lifetime value.

Identify high-response customers and the most effective marketing to improve ROI.

Leverage insights to acquire new customers, retain existing ones, and maximize customer lifetime value.

Perform an RFM segmentation given past purchase behavior to divide customers into target market groups

Predict customer attrition, determine which areas to invest in, and personalize every interaction with consumers
The challenge
Hospitality organizations are faced with the reality of dealing with safety and security issues. A crisis that is not attended to in a professional and detailed manner can have financial repercussions and negatively impact an organization's brand. It is key that hospitality organizations comply with mandated security measures and trainings to mitigate risk and ensure a healthy and safe work environment.

The solution
With MicroStrategy, organizations can streamline hotel tracking and compliance management processes to improve safety, stay up to date with industry regulations, and strive to protect guests from harm. By deploying MicroStrategy to gain a 360-degree view of security, users can monitor hotel security systems, incidence reports, regulation discrepancies, and employee attendance of safety training classes – all viewed from a single dashboard, and in real time.

In the event of an incident, maintenance issue, or compliance issue, hotel employees can directly log information related to safety violations, submit a related photo, and provide related comments and annotations.

Obtain a real-time view of workplace safety and security through report case tracking and reconciliation.
The challenge
In order to optimize asset utilization, it is critical for hospitality organizations to effectively capture, combine, and analyze equipment data from across the enterprise. This includes data relating to operations processes, equipment and asset usage, available assets, demand forecasting, and maintenance/repair requirements.

The solution
With MicroStrategy’s powerful analytics and reporting capabilities, organizations can better understand data related to hotel equipment and asset utilization by customer usage and more. Organizations can easily leverage both structured and unstructured big data to provide a comprehensive view of operations performance, allowing them to optimize processes and keep assets up and running.

MicroStrategy can help quickly identify factors impacting operations so that organizations can act to ensure asset supply reliability. For example, repair and maintenance records from hotel assets can be combined and analyzed with equipment, operations, and asset utilization data so organizations can better understand what actions can be taken to improve overall performance. MicroStrategy’s advanced analytics capabilities can also be used to predict future demand, usage, and maintenance issues – helping proactive organizations avoid downtimes and adverse customer experiences.

Deploy enterprise analytics to improve management of assets, maintenance, and inventory levels.
MOBILE APPLICATION:
EXECUTIVE KPI DASHBOARD

Deliver real-time insights to arm executives with critical information when making business decisions.

The challenge
Too often hospitality executives are forced to rely on a variety of line-of-business reporting tools for operational and financial analysis and KPI metrics. Always pressed for time, executives need a single, integrated reporting tool that securely delivers KPI metrics in real time, and is built to handle large, complex datasets.

The solution
MicroStrategy operational and financial reporting applications integrate data from a wide range of sources to allow users to seamlessly access critical information related to profit and loss, risk, markets, and operations. MicroStrategy gives users a secure, personalized view of the enterprise’s information that is most relevant to their role in the organization. Hospitality organizations can also deploy MicroStrategy mobile apps to their executives and board members, giving them real-time insight at their fingertips. By being able to access this information from any location, on any device, executives and board members are equipped to make critical decisions without having to rely on support teams to procure specific information first. As an additional benefit, these secure apps replace the time- and resource-consuming process of developing and manually printing out volumes of information packets and reports for meetings – freeing up overhead and staff time to focus on running the business.

Quickly react to competitor data in a given geographic area and go beyond dynamic pricing

Real-time information allows for faster response times to take corrective measures

Use real-time information to capitalize on new market opportunities
The challenge
The more devoted customers are to a particular brand, the more they come to expect a higher level of personalized service. This is especially true for millennial travelers, who expect experiential rewards. Hotel service providers are challenged to capitalize on this opportunity and reward/engage their most loyal customers before they are lost to the competition. In an industry prone to increased competition, fostering a sense of company brand loyalty can have a real impact on the bottom line.

The solution
MicroStrategy’s Usher provides hospitality organizations with a unified, singular view of each customer’s identity – integrating data from sales, service, and marketing channels. With this ability, hotel service providers can prioritize services, putting the most important customers at the front of the line.

Usher’s analytics capabilities, equipped with an integrated identity schema, makes it simple for hospitality service providers to build dashboards to gain insight into user preferences at any location, in real time. By leveraging Bluetooth technology, Usher enables sales and service associates to deliver an even more personalized user experience when engaging with high-valued customers to provide a customized VIP experience.

Track, analyze, and report on membership patterns and trends in order to improve service.
The challenge
In an industry prone to mergers and fierce competition, hospitality organizations are becoming increasingly reliant on marketing and operating partnerships to drive growth. Hospitality organizations are challenged to better understand which partnerships work well, which fall short, and why.

The solution
MicroStrategy provides hospitality companies with real-time analytics to better understand and optimize marketing via partnership channels. Whether it’s websites that track browsing behavior, purchase history, customer reviews, or direct mail marketing, MicroStrategy can access data from multiple sources, bringing it together in a single dashboard. Powerful visualizations, mapping features, and data discovery allow users to explore trends, shifts in competitor activity, or customer activity levels.

With this level of insight, hospitality marketers can better define target markets and focus on particular subgroups with refined messaging. With detailed information on metrics including email open rates, video plays, and website-driven leads, companies are empowered to adjust marketing channels on the fly to increase campaign effectiveness.

Share insights with partner organizations on cooperative marketing campaigns.

- Analyze and discover which co-op marketing campaigns drove the most qualified accepted sales leads to the pipeline
- Monitor results of each partner co-op marketing campaign and determine ROI by campaign
- Rank marketing engagement activity by each channel partner to view campaign performance
- Analyze channel partners by geographic region
CALL CENTER ANALYTICS

USHER/SECURITY APPLICATION:

Get insight into call center activity to closely track individual and team performance.

- Analyze real-time KPIs and metrics regarding individual call center reps to ensure all performance objectives are met.
- Identify specific areas where call center team members need more training.
- Monitor every case from identification through resolution and receive critical KPIs related to each call center call-in, resolution times, escalated customer issues, and call volumes per call center rep.

The challenge

Call centers are challenged to validate an incoming caller’s identity quickly and accurately to ensure account security. But verifying security with knowledge-based authentication questions over the phone takes time, and this adds to the operations costs of the call center.

The solution

Call centers use MicroStrategy to track metrics, identify KPIs, analyze operations, and forecast performance. Centers can track and monitor each customer case, starting from the caller identification process all the way through ticket resolution. Managers receive critical data related to each call, including resolution times, escalated customer issues, and call volume. With this data, managers can identify specific areas where call center team members need more training and quickly determine if performance objectives are being met.

By providing real-time alerts when KPIs trend in the wrong direction, MicroStrategy helps organizations stay on top of performance. And with mobile applications, call center managers can receive the information they need from any location, on any device – even while they are offline.
The challenge
Generating vast amounts of data, hospitality companies face the constant challenge of using it to stay current on reservation operations, related trends, and red-flag issues.

The solution
MicroStrategy can process a tremendous amount of data from disparate systems, turning it into actionable insight, in real time. With powerful, enterprise-grade analytics, organizations are able to focus on key areas of the reservation process, including: focusing on the number of reservations versus cancellations; gaining insight into the ratio of room cancellations that were charged a penalty; detailing the key metrics for the average reservation; drilling down to uncover factors and trends relating to cancellations; and identifying potential weaknesses or vulnerabilities in the hotel reservation policies.

Analyze reservations and cancellations across all channels to better understand business operations.
The challenge
Hospitality organizations with thousands of rooms, equipment, and assets need to maximize the use and longevity of these depreciating assets. Decision-makers need analytical tools that help them optimize hotel facilities, equipment, and asset usage and minimize labor maintenance costs, safety issues, and customer inconvenience.

The solution
MicroStrategy’s analytical solutions help hospitality companies efficiently manage their vehicle fleets. Managers can analyze usage and maintenance histories to identify assets with increased risk of failure in order to proactively take corrective measures. By taking steps to perform regular maintenance as needed, the likelihood of needing major repairs or overhauls to assets decreases, saving the company time and resources. And with real-time data, organizations are empowered to react as soon as actionable information becomes available – accelerating response times, improving productivity, and enhancing the customer experience.

Monitor and report on room conditions, equipment, and assets to effectively plan for maintenance, repairs, and capital improvements.
The challenge
Because hotels fiercely compete for tech-savvy customers, they are constantly challenged to deliver the latest innovations. Meeting expectations via the use of smartphone applications is a growing area for the industry, as these solutions work to unlock doors, control entertainment consoles, and regulate in-room systems such as thermostats.

The solution
A hotel’s front desk attendant can issue guests a smartphone-based Usher badge. Patrons can then use this digital badge to securely access their room, the gym, the parking lot, in addition to controlling their in-room television and thermostat.

Usher provides hospitality organizations with strong, flexible multi-factor authentication including push notifications: biometrics, one-time passwords, face-to-face validation, and Bluetooth proximity. By capturing telemetry data, Usher provides previously unknown visibility into user behavior and actionable intelligence across multiple enterprise systems, enabling hospitality organizations to optimize asset utilization, improve productivity, reduce risk, and transform their business operations.

Smartphone apps create a seamless guest experience covering reservations, check-in, room access, and payments.

DIGITAL ROOM KEYS
- Check-in screen and digital room key
- Hotel room thermostat control
- Hotel television remote control
- Access to hotel customer, parking, lounge, and gym
Customer case studies

Learn how our customers are using MicroStrategy to digitally transform their business.
PROFILE

Industry Specifics: Government - Executive office
Location: United States
Products: Architect, Mobile, Server, Web
Core Capabilities: Enterprise Analytics, Mobile
  Analytics, Mobile Productivity
  Apps, Enterprise Data Discovery

Application

In 2012, the City of Austin’s Financial Services Department received national recognition for developing an integrated financial portal that gave citizens and staff access to summary and detailed information about the city’s financial operations. Although the portal provided consolidated vendor information and unprecedented levels of information accessibility, internal users were still having trouble accessing the data they needed. Despite the efforts of the IT department, every departmental group was attempting to do BI on their own. This was extremely costly from both a maintenance and service perspective and led the City of Austin to look into purchasing an off-the-shelf analytics platform.

With MicroStrategy, the City of Austin has a standardized reporting platform that provides citywide data integrity. Through the use of MicroStrategy’s visual data discovery tool, Visual Insight, the organization has been able to push ad hoc reporting down into the workforce. Empowered to quickly and easily satisfy their own reporting needs, users are happier and the IT department is free to focus on other critical tasks. Business users are able to take analytics into their own hands to quickly respond to citizen and city council requests.

The City of Austin has many MicroStrategy projects underway to improve a wide variety of processes throughout the city that are expected to lower costs and improve services. The organization is building an HR application that will use dashboards to increase employee visibility among executive users. The Permits and Planning team is also implementing a MicroStrategy application. Additionally, the City of Austin is experimenting with MicroStrategy Mobile functionality to enable field employees to collect code compliance infraction data on properties.

“We see MicroStrategy as an integral piece to help us achieve that best managed city goal that we continually strive for.” – Greg Canally Deputy Chief Financial Officer, City of Austin, Texas.
OMEGA WORLD TRAVEL: OPERATIONAL EFFICIENCY AND DUTY OF CARE

PROFILE

Industry Specifics: Hospitality – Travel agencies
Location: United States
Products: Architect, Mobile, Server, Web, Usher
Core Capabilities: Enterprise Analytics, Mobile
Analytics, Mobile Productivity Apps, Enterprise Data Discovery
Partner: DataStrong

Application

Omega World Travel is one of the largest travel management companies in the US. Headquartered in Fairfax, Virginia, Omega serves corporate, government, nonprofit, and leisure clients throughout the US, Europe, and the Middle East with comprehensive travel management services. Omega World Travel also owns Cruise.com, one of the largest sellers of cruises on the internet, the cruise app TravTech, a software development company, and Omega Meetings and Conference services.

To manage large accounts and thousands of travelers and bookings, Omega has to effectively leverage massive amounts of data from a variety of databases and sources. Prior to MicroStrategy, Omega used basic reporting systems, but they needed more flexibility.

Omega worked with MicroStrategy partner DataStrong to assist in the development of their data model and architecture. Working together, they were able to launch the new tool, known as Omegalytics, in just a few months.

Omega is now able to deliver unprecedented transparency to clients while empowering them to answer their own questions. By providing customers with dashboards that allow them to dig into data, Omega demonstrates how a managed travel program leads to significant cost savings. Omegalytics also helps both clients and Omega keep tabs on where travelers are located, so that they can respond to climatic or political events that may warrant changes in an itinerary. In this way, Omega can deliver a higher “duty of care” and ensure traveler safety, wherever they are.

Omegalytics also has been instrumental in aligning Omega’s internal operations with the goal of delivering unparalleled client satisfaction. Omega rolled out the analytics tool to all office branch, account, and operations managers. These teams use the data to drive efficiency and ensure the highest quality of service.