FOR-SIGHT | Bizzon

IS LOYALTY DEAD OR JUST DIFFERENT?

THE DEMANDS OF THE POST-PANDEMIC TRAVELLER HAVE CHANGED. HAS YOUR LOYALTY PROGRAMME?

TABLE OF CONTENTS

INTRODUCTION
OH HI! LET'S GET STARTED

"The penetration of loyalty memberships varies considerably by sector: Restaurants and coffee shops come in at a somewhat satisfactory 25%, but hotels are woefully behind – at only 8%."

YouGov report

Before we take a deep dive into this whitepaper, let's take a minute to make sure we're on the same page. Let's start with the obvious:
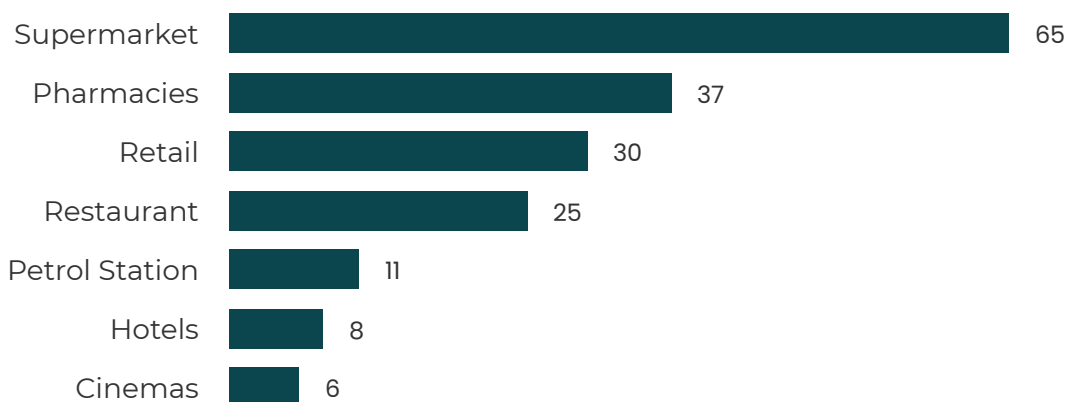
WHAT IS BRAND LOYALTY?

Because they have an answer for everything, let's use Wikipedia's definition:

'Brand loyalty describes a consumer's positive feelings towards a brand, and their dedication to purchasing the brand's products and/or services repeatedly. It can also be demonstrated with other behaviours such as positive word-of-mouth advocacy.'

For hospitality, this equates to **repeat hotel bookings and restaurant reservations.** For years, the hospitality industry has created loyalty programmes to enhance the guest experience, increase brand awareness and improve their bottom-line. The ultimate goal? To create loyal, long-standing customers who ultimately become brand advocates. And while this concept is great in theory, in practise it's a different story.

LOYALTY MEMBERSHIP BY SECTOR

Sector	Value
Supermarket	65
Pharmacies	37
Retail	30
Restaurant	25
Petrol Station	11
Hotels	8
Cinemas	6

So why is loyalty within the hospitality industry so far behind? And what can hoteliers do to create loyal customers?

CHAPTER 1:

WHAT WORKED PRE-RONA DOESN'T WORK POST-RONA

With just a few clicks, your guests expect to book a stay or order food through your website (or a marketplace). They expect to be able to use their mobiles to order meals and pay for them while sitting in your restaurant. And they expect a consistent buying experience - no matter the channel, location, or device they use. As a consequence, if we want truly 'loyal' guests we need to accommodate their needs. Online, via a QR code or through a member of staff. Operators will have to adopt technology that allows them to connect and manage all their channels seamlessly, providing unique customer experiences and personalised offers that reward their most loyal guests.

GUESTS WANT THE ABILITY TO SELF-SERVE

84%
of UK citizens have used a QR code to pay for a meal, establishing their presence as a staple in restaurant payment options.*

67%
Almost two-thirds of UK consumers say that they would rather dine out at restaurants with contactless or QR code payment options than those without.*

40%
of those surveyed would prefer to view the menu, order, and pay with their phone rather than interact with waitstaff once the pandemic is over.**

In addition to the inevitable Covid ramifications, today's consumers are also 'Carefully considering who they are buying from', according to a recent Google report. This means that consumers are consciously deciding who they support. Does your hotel live and breathe sustainability? Do you fight against racial inequality? Then you need to make sure you are a part of those conversations. It's important to note here, that businesses are urged to authentically incorporate these values into their operations. Talk is cheap - your consumers want genuine actions. Here's an example from the report: Operators can go beyond point-of-sale donations and give customers the additional option of donating their reward programme points to local non-profits.

What works for one guest won't work for another. It's cliché, but hoteliers need to think outside the box or survey their guests to find out what matters to them.

Sources:
* data from trulyexperiences.com
** Study by Appetize

AND FINALLY... DON'T FORGET YOUR BOOMERS!

Loyalty programmes are a wonderful way to retain customers and increase brand awareness but it's important to design a loyalty program that customers actually want. In addition to aligning with guest values and ensuring you have the right technology in place, hoteliers also need to think about adjusting their offerings/rewards per demographic.

BABY BOOMERS

(1946-1964)

Baby Boomers are thought to be one of the more loyal generations. If operators can prove that their offering is of great value and great service, they'll likely have a loyal customer for life. Most likely incentivised by: vouchers, discounted offers.

GEN X-ERS

(1965-1980)

Gen X-ers are referred to as the bridge between Millennials and Baby Boomers. Seen as independent, with a good work-life balance, they are technologically adept and contribute a substantial amount towards the hospitality industry. They are also thought to be one of the 'busiest' generations. Most likely incentivised by: rewards that are simple to claim and take minimal effort.

MILLENNIALS

1981-1996

Millennials make up a large proportion of today's workforce. They're seen as both innovation and tech savvy. They also tend to want new perspectives / offerings. They are heavily influenced by their peers. According to the Harris Poll, 77% of millennials already do or are willing to participate in rewards and loyalty programs and 73% of smartphone users are interested in using their mobile devices to interact with brands' loyalty programs. Most likely incentivised by: experiences and reward programmes that are seamless and integrated.

GEN Z

1997 -

Roughly only a quarter of Gen Z contribute financially towards the economy. This will change, and brands need to be prepared to adapt to their expectations. Believed to be the most well-educated generation yet, Gen Z's are digital natives - they have little or no memory of the world as it existed before smartphones. They are also seen as more racially and ethnically diverse than any other generation. Most likely incentivised by: sustainable brands who care about improving the world (think charitable donations).

If your hotel or restaurant can adapt not only to the wide-spread change in consumer expectations, but also to each individual demographic, you've hit the jackpot (and are on your way to building incredibly loyal brand advocates). Easy right?

Our next chapter looks at how that's possible...

CHAPTER 2:

Successful hospitality businesses stand out from the competition by adding value to the guest experience. You might use smileys to collect guest satisfaction ratings. Well, that is our point: the smile that you put on your guests' face is a great indicator for how likely they are to come back or recommend your property to others. Which brings us to the core of our topic…

HOW CAN SEGMENTATION HELP ME ADD VALUE AND DRIVE LOYALTY?

We have identified two challenges in order to succeed in adding value. The first one relates to the subjectivity of what's perceived as value from a guest point of view – what one person likes, others might not. It's important that you adjust your offer to delight the different guest profiles you will host. The second hitch is about scaling the value: 'How can I ensure ALL my guests receive a personalised experience?'. Effective targeting and optimising your efforts at scale isn't easy, but we've got you covered. Let's go back to the school benches…this sketch might evoke something in you:
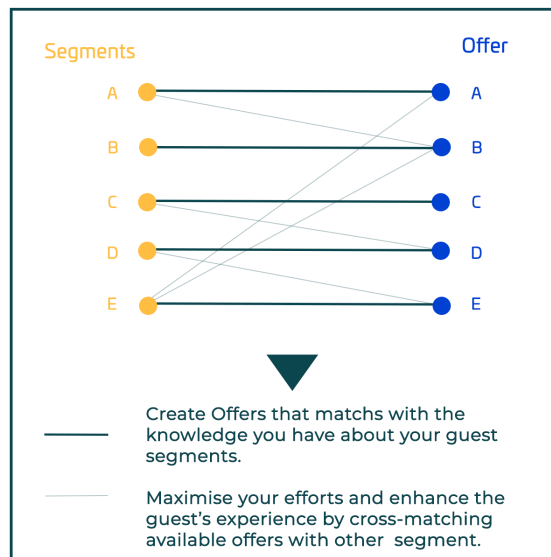
Let's call this game 'it's a match', as 'matching' is exactly the methodology that can both help you enhance the guest experience and drive loyalty at scale! On the left side of this sketch, there are the guest segments that enable you to group your guests into distinctive categories.

That means for you a clear understanding of your guests' preferences, and a strategic tool to deploy targeted marketing campaigns. On the other side, there are the offers – to create accordingly.

HOW UP-TO-DATE SEGMENTS ARE CHANGING THE GAME

Guest behaviour is impacted by a variety of external factors – which influence the hospitality industry trends. The coronavirus is a great example, as it has thoroughly impacted guest attitudes and preferences. Responsiveness and adaptability from hoteliers are crucial, and segmentation is no exception to that rule.

As your guests behave differently, leverages to drive loyalty with your guests evolve. It is crucial that the understanding you have about your guests is correct, and to update your segments accordingly. To make sure you hit the nail on the head, analyse your data reports to define what criteria are (still) relevant to your segments. You can also assess which criteria might have a higher influence on your guest's behaviour and use it as leverage.

TARGETED CAMPAIGNS

Another benefit of segmentation is the personalisation of guest communication and marketing. Targeted guest communication is an effective tactic to encourage bookings and drive loyalty. For instance, when delivering an email marketing campaign, you can select a targeted audience and analyse the results by segment, by guests, by stage etc. Measuring the impact of your targeted campaign will give you the key to assess the segment's response.

To go one step forward in understanding your segment, you can use Email Split Testing, also called A/B Testing. This feature allows you to change one single element in your email by using different versions of your original email. Comparing how each email is doing and testing variants can help you improve your guest communication, select the elements that work the best and minimise risk when sending a whole campaign.

1,288%

IN ROI IN DEC 2020

For-Sight client, Crieff Hydro has driven over £320k during July – December 2020 with an ROI of over 1,288%, using automated post-stay emails alone, which included a rebooking offer to encourage guests to return.

One of the most important learnings of the last 18 months? The competitive landscape has changed. Your competition is not the pub next door. It's the likes of Deliveroo and Booking.com.

During the pandemic and subsequent lockdowns, consumers relied heavily on takeaways and delivery apps. Research by KPMG found that lockdowns prompted Brits to increase their spending on takeaways by almost half (+42%). Three fifths (61%) of those who ordered a takeaway or a meal kit say they will now go to a restaurant in person based on their positive experiences of ordering their food over lockdown. And overall, the UK's restaurant user delivery growth increased by an impressive 18%* in 2020 with 43% intending to use delivery options post-pandemic.

But it's not all rainbows and butterflies.

"They're stealing our customers and we've had enough"

The Guardian posted an article in April 2021 delving into the relationship between restaurant operators and delivery-platform Deliveroo. Unsurprisingly it's a complicated one. With Deliveroo commission amounting to 35% plus VAT on every order, many operators have been forced to increase their prices to avoid losing money on each sale. They've also felt like they're losing control over the guest experience: "And, as time went by, Deliveroo was learning more and more about [my] clientele, while [my] customers grew ever more remote from [me]."

As the likes of Deliveroo and UberEats gain more power and marketshare, operators become increasingly reliant on them to remain competitive. But only the aggregators are winning. Operators are losing:

✔ **+15% of their profits**

✔ **control over the guest experience**

✔ **data and insights**

Even now - after transformative innovation within the industry, and with more tools at their disposal than ever before, many hospitality businesses still aren't using their own data to make informed decisions. One of the main reasons aggregators are so successful is because they sit on **enormous tranches of data**. They leverage that same data to reach your guests and control who they dine with. So the question shouldn't be: "Should I implement new tech in my hotel/restaurant?" The question should be: "What technology can I implement that will enable me to reach out to my guests directly?"

KNOWLEDGE IS POWER

Google Analytics helps operators make informed decisions about F&B by giving them better insights into guest buying behaviours. Let's see it in action:

Anonymised data from a customer using 'Order and Pay' functionality:

Product	Product List Views	Product Detail Views	Product Adds To Cart	Product Removes From Cart	Product Checkouts	Unique Purchases ↓	Cart-to-Detail Rate	Buy-to-Detail Rate
	0 % of Total: 0.00% (0)	4,872 % of Total: 100.00% (4,872)	503 % of Total: 100.00% (503)	18 % of Total: 100.00% (18)	450 % of Total: 100.00% (450)	344 % of Total: 100.00% (344)	10.32% Avg for View: 10.32% (0.00%)	7.06% Avg for View: 7.06% (0.00%)
1. Lapin Kulta	0 (0.00%)	22 (0.45%)	5 (0.99%)	1 (5.56%)	4 (0.89%)	11 (3.20%)	22.73%	50.00%
2. Vegetable Spring Rolls	0 (0.00%)	35 (0.72%)	9 (1.79%)	0 (0.00%)	8 (1.78%)	9 (2.62%)	25.71%	25.71%
3. Cover Charge	0 (0.00%)	0 (0.00%)	0 (0.00%)	0 (0.00%)	0 (0.00%)	8 (2.33%)	0.00%	0.00%
4. Pork & Prawn Dumplings	0 (0.00%)	144 (2.96%)	16 (3.18%)	1 (5.56%)	12 (2.67%)	8 (2.33%)	11.11%	5.56%
5. Char Siu Buns	0 (0.00%)	97 (1.99%)	16 (3.18%)	0 (0.00%)	14 (3.11%)	7 (2.03%)	16.49%	7.22%
6. Espresso Martini	0 (0.00%)	19 (0.39%)	4 (0.80%)	0 (0.00%)	4 (0.89%)	7 (2.03%)	21.05%	36.84%
7. King Prawn	0 (0.00%)	115 (2.36%)	8 (1.59%)	0 (0.00%)	7 (1.56%)	7 (2.03%)	6.96%	6.09%
8. Estrella Damm: Pint	0 (0.00%)	0 (0.00%)	0 (0.00%)	0 (0.00%)	0 (0.00%)	6 (1.74%)	0.00%	0.00%
9. Hiver Honey Beer	0 (0.00%)	8 (0.16%)	2 (0.40%)	0 (0.00%)	2 (0.44%)	6 (1.74%)	25.00%	75.00%

<u>From the information above we can immediately see:</u>

→ Best-sellers and profit-makers
→ Average order value
→ Which demographic is buying what and when
→ Ratio between viewing a product and checking out in the end
→ Cart abandonment (what items have been 'added to basket' and then subsequently removed)

In isolation this information isn't very useful, but when used properly, this data can revolutionise operations. It helps restaurants make critical decisions which directly impacts their revenue. Should you trial a slight cost reduction on 'abandoned' products? Should you upsell a cocktail alongside your top-selling burger? Or could you run a specific offering to one of your demographics?

Owning customer data enables operators of any size to fight back against delivery aggregators and empower marketing managers to start selling directly to their customers.

CHAPTER 4:

OH THOSE PESKY OTAS...

OTA's are great channels for promoting your property. They usually have great brand recognition among consumers, and large marketing budgets.

So what can you do to reduce reliance (and commission) as well as make sure a guest returns and builds loyalty with your brand, and **not the OTA?**

THE BIG PICTURE ON HOTEL INTERMEDIARIES

It cannot be denied that Online Travel Agencies (OTAs), such as Expedia or Booking, have a significant impact on Hospitality Businesses. Figures are very clear: in Europe, OTAs represent approximately 30% of hotel overnight stays. * Since hospitality businesses drive bookings through OTAs and benefit from the brand exposure they provide, it is rather important to point out that this isn't free. The typical OTAs' commission rate varies between 15 and 30% of the value of the reservation. You can add to that cost the bid that OTAs allow hotels to make, in order to have preferential placement on their webpages. In fact, the OTAs commissions are often the second major expense after employment cost.

It is not all black and white. Yes OTAs are not cheap, but they still have an important role to play for most hotels. As a result of this, one of the key focuses of the revenue management strategy is to decrease the reliance on OTAs and maximise direct bookings.

OTA'S ARE GREAT AT THIS...

If you want to influence your guest's preferred booking channel in your favour, you should know what makes those agencies so attractive. What do OTAs do well? The short answer to this question is: they put their customers at the centre of what they create. The OTAs usually provide seamless research and booking experience, they offer a large choice of accommodation providers and tools to easily compare the type of properties, prices, features, amenities, services, locations, availability, offers, and more! Now you will ask...

HOW CAN YOU COMPETE WITH OTAS?

There are some benefits and reasons for guests choosing OTAs that you will not be able to provide, which may mean that you can't always directly compete with OTAs. An obvious way to illustrate this: you will not (please don't), have your competitors on your website in order to offer a variety of accommodation options. Our advice here would be first, to ensure a seamless and delightful experience at each stage of the guest journey, keeping in mind that when competing with OTAs the stages that have a direct influence are the **Pre-Booking** and the **Booking** stages. Our second piece of advice is to convert 'OTAs guests' into happy loyal guests. Let's explore how...

DELIGHT YOUR GUESTS

Make it simple: the Booking stage should be true bliss! Make sure that all the booking channels are secure, user-friendly, give the relevant information to the guest and also collect guests' insights that will be useful to communicate with them and personalise the experience (mobile-friendly website, trained staff to take phone booking reservations, active presence on social media private messages...).

Safe and Flexible: as an accommodation provider you must comply with the OTAs' cancellation policies. This can be really confusing when trying to get your head around all the different policies of each OTA you work with. Good news: you can use this opportunity to build your own policies. Policies are made to protect you as the accommodation provider and your guests. This can be fairly reassuring for guests and can help them make a decision. The coronavirus pandemic has proven this point: in January 2021, 55% of U.S and 65% of U.K vacation planners desire to have the option to cancel and rearrange their trip easily. ** So when building your own policy, think about what your guests could feel reassured with, and make certain that your policies are as great, if not better than the OTAs' ones.

USE DATA TO PERFECT THE GUEST EXPERIENCE

Engage with your guests: in most cases, it's complicated to start engaging with guests before they have arrived on-site. Why? Simply because while OTAs process a huge amount of information and data on guests, they unfortunately don't share it all with you. That is why we advise you to qualify your guest by collecting in your CRM, all the relevant information about your guest.

Collect meaningful information: Building insightful Guest Profiles allows you to develop personalised marketing campaigns. As we believe that the privacy of any consumer is crucial, we always advise focusing on collecting data that is meaningful: in other words, data that can help you to tailor your offers and services. Hospitality Businesses CRM do it for you by defining a single source of truth using multiple data sources across your systems such as your PMS. This helps you identify opportunities to engage with your guests both immediate and long-term.

Improve your rate of valid email address: One of the main challenges for hoteliers is the ability to collect guests' personal email addresses. Online Travel Agencies (OTAs) such as Booking, Expedia or Agoda can bring guests to your property, however they hide from you the guests' personal email address, using instead a "from" email address. Guest checked-in with a from address can be tracked as OTAs usually use the same domain for all the contacts. For-Sight's Reporting Suite equips you with widgets that track contacts sharing the same domain and email address. Making it possible for you to target those guests and do something about it. In parallel with other efforts, educating your staff on the importance of data quality is key as they are the ones having regular interactions with the guests and collecting details.

To sum up: maintaining a presence on the OTAs is a great source of bookings for your hotel. However, to decrease your reliance on them, technology is available to support tracking OTA guests, allowing you to collect information on them and use said information to personalise their experience.

CHAPTER 5:

We need to face an uncomfortable truth: technology is not always an enabler. Technology that has been deployed too quickly or doesn't meet the specific needs and requirements of a business worsens the guest experience and makes operations increasingly complex for staff. From the guest perspective technology must provide a faster service with more information and benefits. This means no app downloads, full menu availability, the same ability to open a tab as we always do with waiters, integrated payments and the ability to charge to rooms. From an operator's perspective it must increase sales and simplify front of house without adding IT complexity.

Before we take a deep-dive into this final chapter, we want to address two things:

#1 TECHNOLOGY ARCHITECTURE

Platforms need to be 100% API available. Providers shouldn't be putting any blockers on the integrations you can have/want. If the API Platform is good enough there should be no limitations. All too often operators are limited by the software they use. Technology should be an enabler - it should improve operations and provide better guest experiences. Operators should be less focused on the specific functionality of their POS or Booking Engine and more concerned about the connectivity between their software. There should be a 2-way flow of data between all systems, giving operators total flexibility and insight into their business. More importantly, operators need to think about their 'tech stack' or technology architecture.

#2 SOFTWARE COSTS

Great technology should be affordable! It should be as affordable for a one-site operation as it is for a multi-site chain. Within the industry there is a big push towards zero investment, 'no upfront costs technology' that simply runs on a subscription module. Operators should not be tied into lengthy 3-year contracts - they should have the freedom to easily change at will, in-line with their business goals and changing needs.

When your chosen technology enables you to run your business effectively, you can get granular with your data. Not only that, you can also create exciting loyalty programs and find out what works best for both you and your guests.

THERE'S MORE THAN ONE WAY TO COOK AN EGG...

Every hospitality business will need to deploy a different tactic(s) and strategy(ies) to connect with their demographic. And sadly, a 10% discount probably isn't going to cut it. While we don't know exactly what will work for your hotel/restaurant we do have a few suggestions to get you started:

BE WHERE YOUR GUESTS ARE

Consumers are constantly online and 2020/21 has provided ample opportunity to play 'catch up' and accelerate your digital strategy. Whether on Facebook, Instagram, or via email - try and have conversations with your guests directly. You can also advertise relevant content on their feeds and in their inboxes when they want to and are ready to make a purchase. This does mean that you need to continuously communicate with your customers to build meaningful relationships with them.

You only need to look at the retail industry to see the power of social retargeting. Retailers cracked this years ago when they started tracking user abandonment and then retargeting products to consumers across socials and the Google Display Network. You can do the same:

- Set up retargeting campaigns on social media platforms - these will enable you to promote your brand to your existing and lookalike audiences.
- Target your audiences around lunch and dinner. With so many people working from home, platforms like LinkedIn are likely to be as successful as Facebook and Instagram.
- Regularly email your existing database with links to click & collect/delivery webshop. If they order, take note of their items and email them again in a week's time with an offer or discount code to encourage repeat business.

GIVE THEM SOMETHING TO TALK (OR TAP) ABOUT!

Try something new with your socials and use it as a channel to reward your guests.
By integrating our social media feature into your F&B strategy, Bizzon's digital ordering solution lets you connect with and build long-lasting relationships with your guests. All they have to do is:

→ tag your restaurant
→ Add a promo code and table number

Seamless integration with POS means that discounts are automatically applied to the order. (No waiter intervention)

Once your restaurant has been tagged, you have:
→ a new database of customers to re-target
→ potential referral traffic from your guest's network
→ increased brand awareness

We know it's not easy, but in an ideal world your brand needs to be omni-channel and omni-present. But not in a creepy 'I know you like 3 olives in your martini kind of way'. The right technology can help your staff make timely and appropriate decisions for your guests while still enabling them to do what they do best: provide fantastic service. Good hospitality will always need human interaction. Great hospitality knows that the experience is enhanced with technology.

CHAPTER 6:

PERSONALISATION OF THE GUEST EXPERIENCE, THE COMMUNICATIONS, USING DATA.
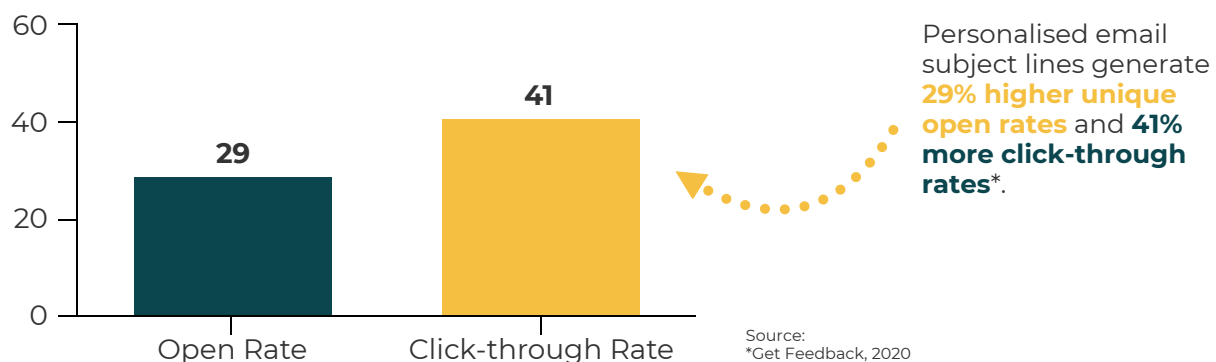
Let's have a closer look at your guest. While you are adapting your offer and creating tailored loyalty programmes there is a concept that you have certainly heard about before: personalisation. In this chapter we will see why and how personalisation can help you drive loyalty.

Firstly, let's discuss the concept of 'personalisation'. To better understand its meaning, we'll start by highlighting the contrast between 'personalisation' and 'customisation'. **Customisation** means that you are changing the existing offer to better match the guest's preferences. **Personalisation** is done by tailoring your service and marketing approach to enhance the guest's experience. The personalisation approach Is therefore more effective and can be set up by using the technology you have in place. According to a Statista survey, 12% of the participants consider personalised content as "very important". A further 30% of the participants said it was "somewhat important for them". It is always good exercise to step into your guests' shoes... would you settle for a solution that does not suit you? Guests have the power to select the hotels and restaurants they visit, and they know that! Now, the question is, how can personalisation help convince these guests they're making the right choice?

ALL ABOUT YOUR GUEST: PERSONALISED COMMUNICATIONS

Email marketing is one of the most effective ways to attract new guests as well as retain past ones. Why? You have prepared: you have learned about your guests, developed relevant offers, and focused on personalised communication, targeting the right guests, at the right time. It is the perfect combo to increase engagement, and marketers know that. A survey reported that 67% of marketing professional participants would like to enhance the personalisation of their email marketing. As you begin to learn more about your guests, you can personalise your interactions with them, either during regular interactions or using online channels. To gain this knowledge you should rely on the information you collect throughout the guest journey: big data. It represents a gigantic volume and a continuous flow of information that is a real struggle if you are not integrating technology into your systems in place. A CRM integrates big data and helps you gain a deep knowledge of your guests' needs and personal preferences and keeps track of creating up-to-date personalised email marketing. Engaging a conversation that is personally relevant to your guests will enhance their stay and put a smile on their face.

Personalised email subject lines generate **29% higher unique open rates** and **41% more click-through rates***.

Source:
*Get Feedback, 2020

DATA HELPS YOU ANTICIPATE AND KEEP TRACK

While driving loyalty is not an exact science, we can assure you a formula: the higher the quality of your data is, the better your solutions will support an in-depth understanding of your guests' needs and behaviour. Measuring the health of your data should be a main concern. The quality dimensions you use to ensure that data is trustworthy, vary from one business to another. Here are the 6 recognised dimensions used to measure the quality of the data:

✓ **Completeness** ✓ **Uniqueness** ✓ **Timeliness**

✓ **Validity** ✓ **Accuracy** ✓ **Consistency**

Providers should always design solutions to provide hospitality businesses with 'la crème de la crème' when it comes to data quality. Architecture, features, services, the whole solution should add value to your business and support you in achieving your goals. When choosing your provider, start by doing your cost / benefit analysis, always focusing on the key areas of your business needs. Taking the case of your email marketing strategy, the validity of your email address and contact details are keys. Valid email addresses give you the opportunity to directly contact your guests and engage with them, which makes that a valuable marketing asset.

SHARE THE LOVE

Building loyalty is difficult because it does not just rely on one tactic, it is subject to changes, and it requires a 360-degree view of the information available to you. It is a lengthy process that grows along with your guest knowledge and can be supported by providers to help you adapt to changing preferences. Some guests are more responsive to loyalty programmes, others will love to feel appreciated and be offered discounts for their favourite SPA, event or Restaurant.

IT'S THE SMALL THINGS THAT MAKE A BIG DIFFERENCE

It should come as no surprise that most guests like to receive presents and discounts. Use your data and magic to make them feel special: offer rewards that match your guests' preferences. Being appropriate with the 'presents' you offer demonstrates your genuine concern for the satisfaction of your guests. Those little attentions you bring to the guests' experience can result in great reviews, posts about you on social media, positive (e-)word-of-mouth and ultimately a reason to come back to your property. Unique thoughts for your guests are a marker that differentiate you from the competition.

It is a common thing to say that the first impression is the most important, but we think that every moment counts. Personalising your offer, communications and loyalty programmes requires you to know exactly what your guests want to experience. Hospitality tailored technology gives you a step ahead so you can impress your guests from the beginning.

CONCLUSION
TIME TO SAY GOODBYE...

As recently as 2016, 1 in 3 consumers 'struggled' to even understand how loyalty schemes worked. 5 years later, arguably few do loyalty 'well'. If you had to name a few off the top of your head, you'll recall the likes of Accor ALL, Best Western Rewards and IHG Rewards Club. But what about the smaller hotel groups? Or the independent operators? Many have tried to implement loyalty strategies but the honest reality is that many result in poor adoption and worse, cost more than they return. But why?

In our opinion, it's because hoteliers aren't making rewards personal enough or easily accessible. They're also not using the right technology to scale their efforts. For loyalty programmes to be successful they need to be meaningful and timely and ultimately, they need to reshape the customer experience.

IN A POST-COVID WORLD, WHAT ACTUALLY INCENTIVISES GUESTS?

What do today's travellers value? Is it discounted offers? A free breakfast? Or are guests more concerned about seamless tech experiences than discounts and offers?

Loyalty still exists, but it's fragmented. The demands of the post-pandemic traveller has changed.

Loyalty looks different to every customer. Tapping into your guest data and making use of new technologies can help you deliver personalised loyalty by delivering a personalised experience.

FOR-SIGHT

ABOUT FOR-SIGHT

For-Sight helps hospitality professionals to unlock the guest journey, through data management, operational insights and tools to provide a personalised experience for every guest, at every touchpoint.

Our software unites Hotel technology systems to turn siloed guest data from your Property Management System (PMS) and other transactional systems into a central source of truth for each guest and their journey with your brand.

For-Sight's CRM functionality and powerful multi-channel tools allow opportunities to be identified and personalised communication and marketing campaigns to be delivered, at scale, to increase direct revenue, loyalty and engagement.

For-Sight is headquartered in Edinburgh, UK.

Follow For-Sight on LinkedIn and Twitter.

Bizzon

ABOUT BIZZON

Bizzon is transforming the hospitality industry with the most agile end-to-end restaurant management platform for hotels.

Technology is the hospitality industry's best avenue for meaningful innovation. Our mission is to provide operators with the tools to maximise profit, reduce operating costs and enhance the customer experience. We've reimagined the world of traditional POS, and replaced it with a smarter, fully connected platform.

By minimising the need for integrations, Bizzon typically replaces epos, digital 'order and pay' and payment gateway with one solution. PMS integrations and room service are also easily managed.

Bizzon is headquartered in London, UK.

Follow Bizzon on LinkedIn and Instagram.

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