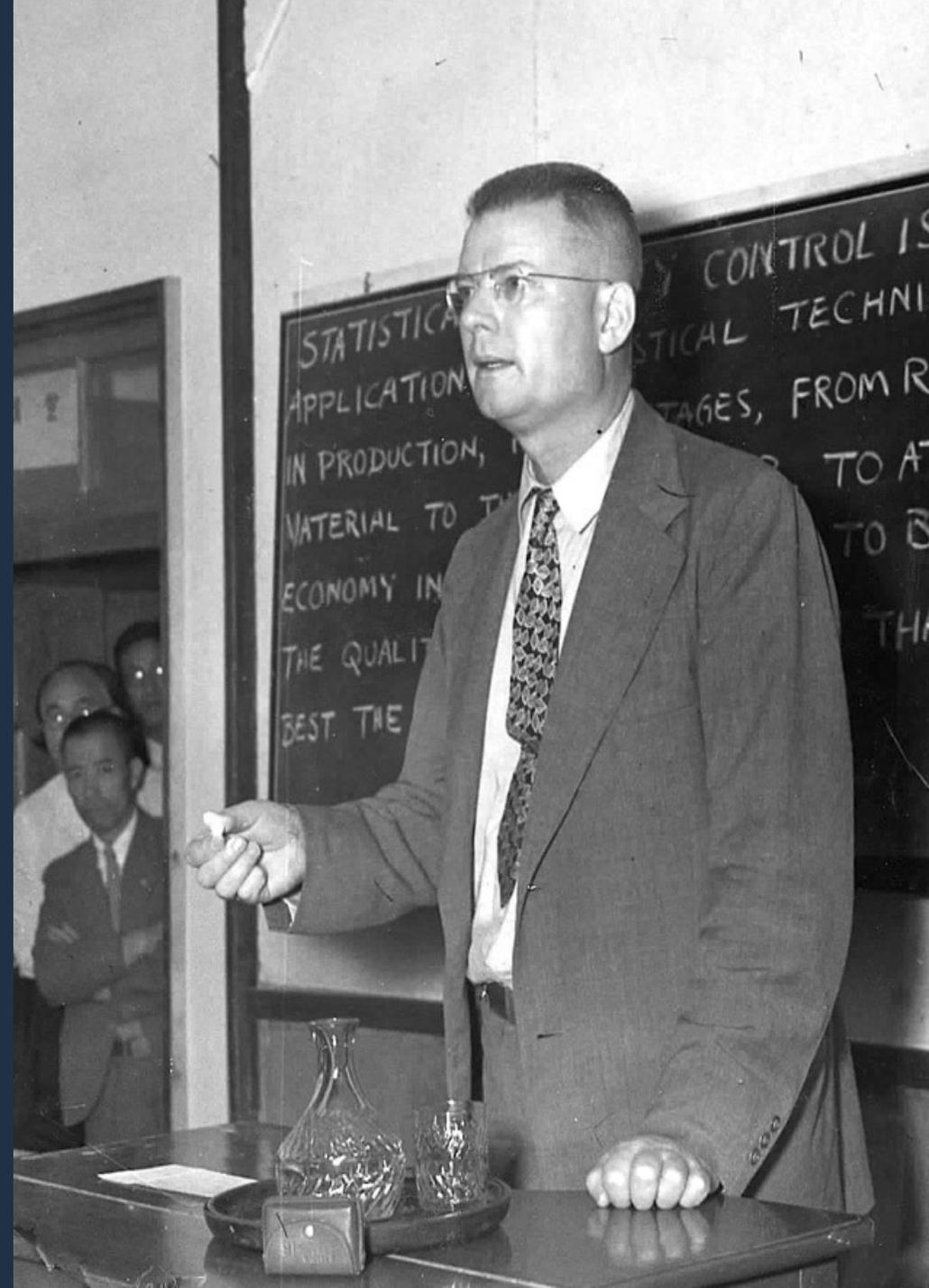


Have you ever wondered how Japan became the worlds second largest economy so soon after the first and second atomic bombs had devastated the country?

A huge part of the answer is an American W. Edwards Deming

Deming was an engineer and statistician





I tell this story because Deming knew 75 years ago of the power of data and how it can fundamentally be impactful to a business!



Nigel Allport

Chief Commercial Officer at For-Sight

Before we look at data in the Hospitality sector,
lets look at how data is used elsewhere in 2022

Inspired by your browsing history



Stanley FMHT0-62688 Fatmax Stubby Ratchet Screwdriver (6 Bits), Black/Yellow, ...
★★★★☆ 40
£12.61 ✓prime



Wera Tool-Check Plus Mini Bit Ratchet, Socket, Screwdriver & Bit Set, 39pc, 05056490001
★★★★☆ 258
£53.22 ✓prime



Command 3M Poster Adhesive Strip Value Pack White, 48 Strips/Pack
★★★★☆ 183
£7.09 ✓prime

Inspired by your purchases



Home Browse Radio

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Discover New Music

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Discover Weekly
Your weekly mixtape of fresh music. Enjoy new discoveries and deep cuts chosen just for you...
PLAYLIST - BY SPOTIFY

Release Radar
Never miss a new release! Catch all the latest music from artists you follow, plus new singles...
PLAYLIST - BY SPOTIFY

Your Daily Mixes

Your Daily Mix 1

Your Daily Mix 2

Your Daily Mix 3

Your Daily Mix 4

Your Daily Mix 5

Your Daily Mix 6

Daily Mix 1
The Smashing Pumpkins, Live, Alice In Chains and more

Daily Mix 2
The Stone Roses, The Dandy Warhols, Oasis and more

Daily Mix 3
Electric Light Orchestra, Van Halen, ZZ Top and more

Daily Mix 4
R.E.M., No Doubt, Hootie & The Blowfish and more

Daily Mix 5
The Black Keys, Royal Blood, Eagles Of Death Metal and more

Daily Mix 6
Matilda the Musical Original Cast, Amanda Seyfried, Pierce Brosnan and more

Even More

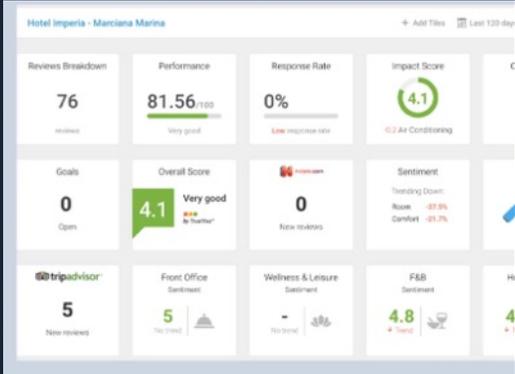
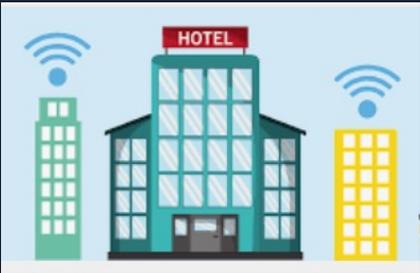
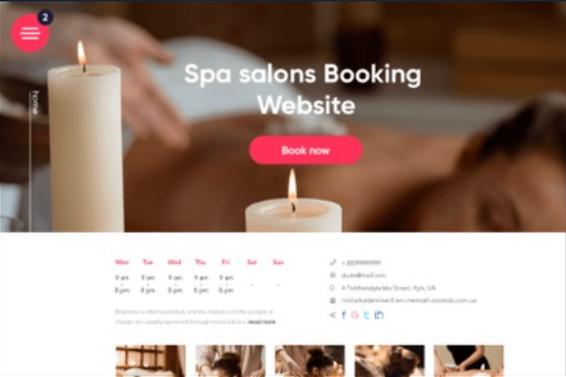
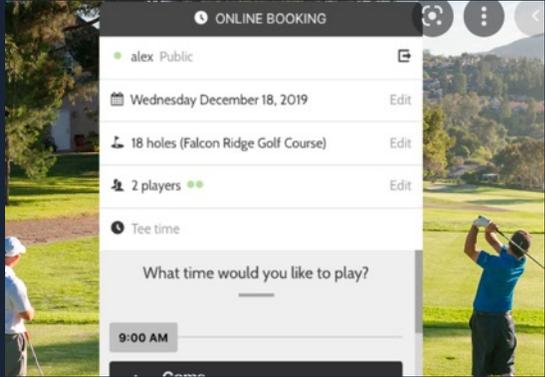
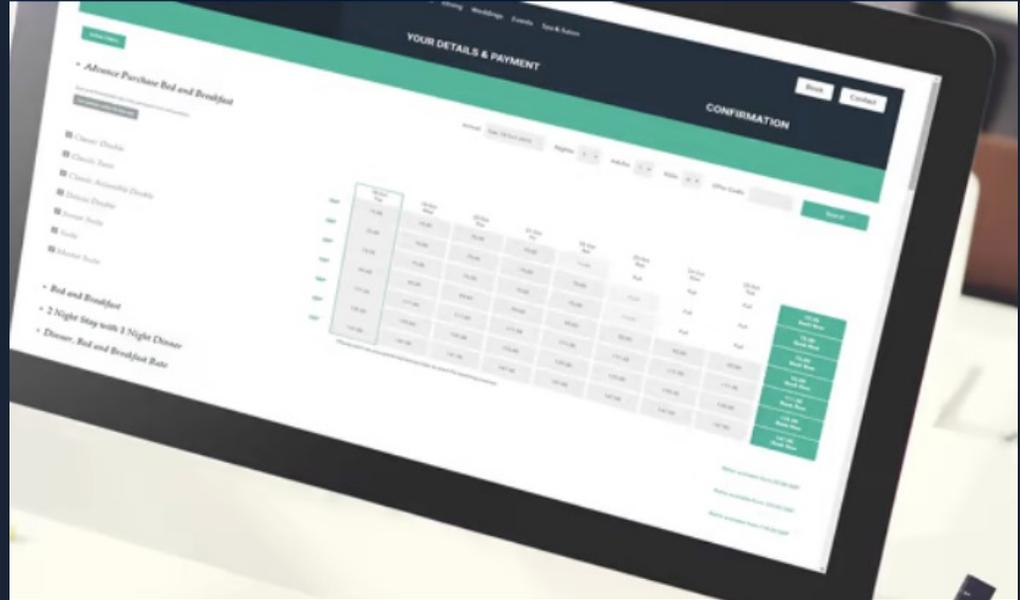
Immigrant Song - Remastered
Led Zeppelin

15

Popular on Netflix

Trending Now

Hotel Data ... Where is it?



So that's where the data can be found and to put it to work one of the most obvious choices is to use it in guest communications

Actionable Data

- Incorrect or inconsistent data leads to false conclusions
- Clean, actionable data is key
- It's everyone's responsibility!
- Data is an asset to your business and everyone should know this
- CRM technology can make sure your data is actionable, for effective decision making



Understand Your Guest

To connect with your guests, you need to understand their intent and decision-making. The more you know, from the data - the more effective your message will be

- What is the purpose of their stay?
- What have they consumed previously?
- What has been their past experience?



Yes but does it work?





The hotel management **people**

Kew Green Hotels set up personalised pre-stay and post-stay automated emails to newly defined segments.

- encouraging upsells
- reassuring messages and
- rewarding loyalty

72 triggers, to different audiences with personalised content.

July 2021 – Dec 2021
Marketing Campaign

ROI

10,195%

Kew Green Hotels

Kew Green Hotel
automated email

- encouraging
- reassuring m
- rewarding loy

72 triggers, to di



July 2021 – Dec 2021
Marketing Campaign

ROI

10,195%

Have you heard the expression “Without data you’re just another person with an opinion”?

That quote is from our old friend W. Edwards Deming he knew that data really is your secret weapon!



It's classified.