

INTELLIGENCE MARKET CASE STUDY

PERFORMANCE ENGINE

DATA SCIENCE DEMONSTRATES TANGIBLE VALUE FOR CLIENT

BRAND PERFORMANCE

Quick Win Engine

The Client initiated a 12-week project to expand the use of data and analytics. Insights and recommendations will inform key business stakeholders on opportunities for improvement.

Over 40 scenarios modeled to simulate the sensitivity of change across 27 high-impact business drivers. Model results provide insights about each driver's relative impact on RevPAR and potential increase in incremental revenue should the Client action the required changes.

Changes comprised of seven recommendations across Media, Loyalty Programs, and Guest Satisfaction, resulting in over \$100m incremental revenue.

\$58m

CONVERSION THROUGH CALL CENTER

5%

REDUCED LEVELS OF COMPLAINTS

\$3m

INCREASED RevPAR AT LOW PERFORMING SALT HOTELS

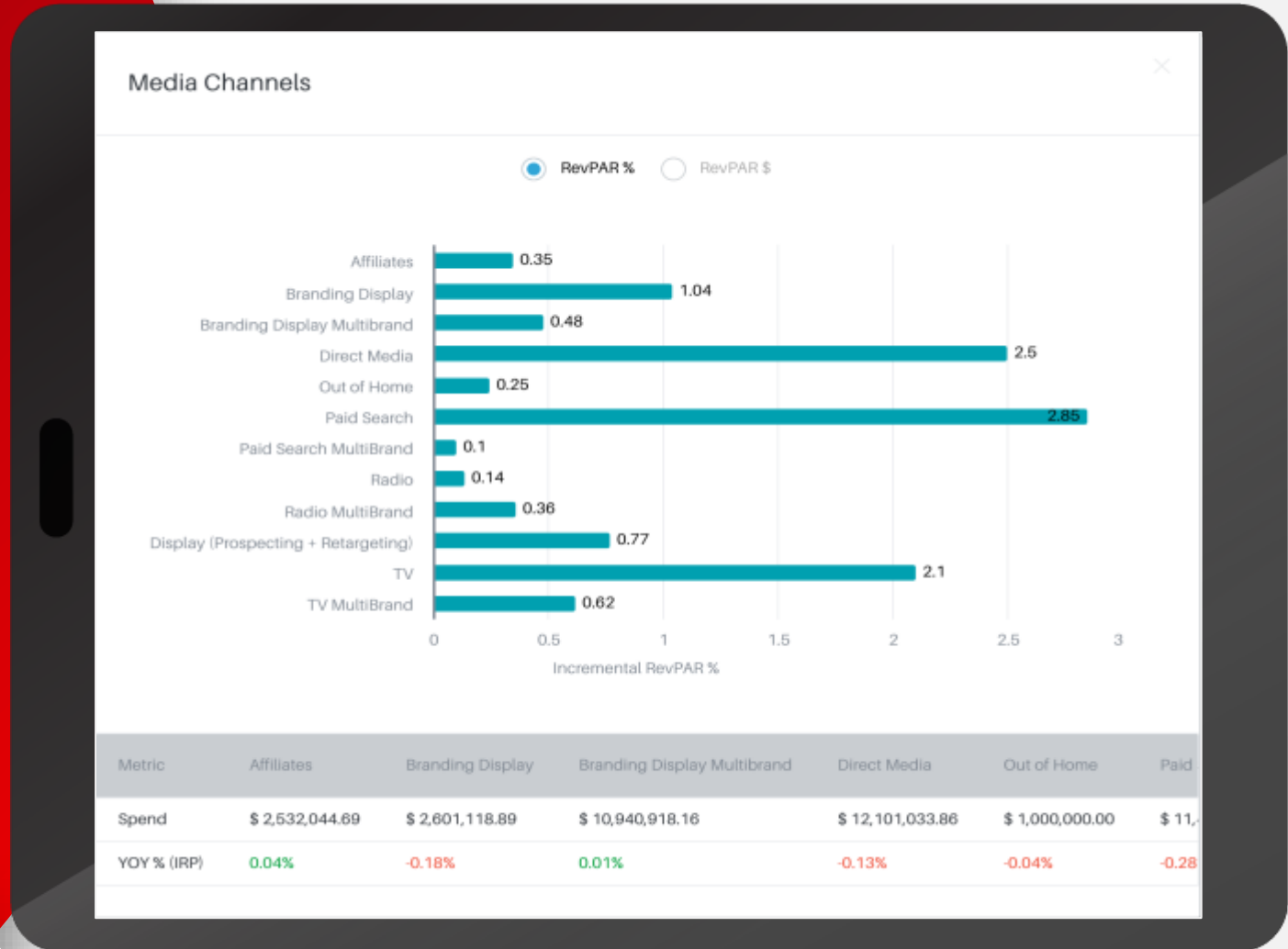
\$100m+

IDENTIFIED INCREMENTAL REVENUE

\$10m YOY

INCREASED RESPONSE THRU PERSONALIZATION EXPERIENCE

BUILDING PATH FROM REPORTING TOWARD APP-LIFICATION



Compare Scenarios Baseline (Analysis 2016) ▾

Scenario 1 - Base Analysis ▾		vs	Scenario 2 - Analysis 1 ▾	
Rev PAR	89.87	+2.8 (+3%)	Rev PAR	92.70
YOY % Change	0 %	+3.1 (+0%)	YOY % Change	3.15 %
YOY Change in BP	0	+314.6 (+0%)	YOY Change in BP	314.6
Media	11.55 %	+0.8 (+6%)	Media	12.3 %
Loyalty Programs	10.75 %	+0.5 (+4%)	Loyalty Programs	11.25 %
Salt Score	10.38 %	+0.6 (+6%)	Salt Score	11.01 %
Booking Channel	6.46 %	+0.4 (+6%)	Booking Channel	6.87 %
Travel Reviews	5.02 %	+0.2 (+3%)	Travel Reviews	5.21 %
Loyalty Enrollment	4.45 %	+0.3 (+5%)	Loyalty Enrollment	4.71 %
Call Centre	4.08 %	+0.3 (+7%)	Call Centre	4.38 %
QA Score	3.42 %	+0.2 (+6%)	QA Score	3.64 %
Non Loyalty Members	1.44 %	-0.1 (-5%)	Non Loyalty Members	1.36 %
Property Website Visits	1.26 %	+0.1 (+5%)	Property Website Visits	1.33 %

USING DATA & ANALYTICS TO GAIN INSIGHTS INTO BRAND PERFORMANCE

accenture > **strategy**