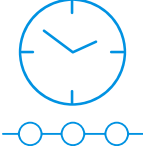




**Assisted a hospitality provider by building an integrated Guest Management System (GMS) for enhanced customer experiences**

**About the Client**



A trusted hotel partner with more than **three decades** of industry experience



Spread **across 176 countries** with local experts in 39 countries



More than **25,000 customers** are driving better business decisions to know, acquire, convert and retain guests through the **interconnected suite of solutions** provided by them



They offer innovative, **cloud-based** and **data-driven** solutions that help hotels around the world to **maximize revenue**

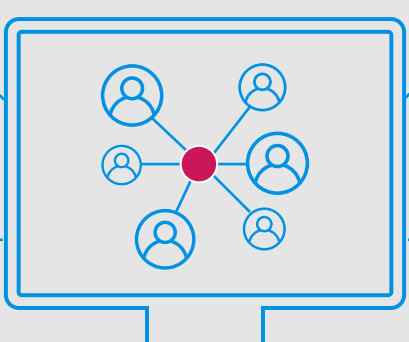
**The Business Need**

**Personalized guest experiences** to have an 'out of the box' touch in the hospitality field

**Customer retention** by setting up different marketing strategies such as remarketing

Enhance the hotelier experience with **user-friendly navigation**

Identify and enhance different approaches to **increase sales productivity**



To get **deeper insights** of the hotel guests which would give a more **comprehensive view** of the **address book**

**Targeted communications** to increase engagement and drive incremental and sustainable revenue

**The Business Solution**



Created **individual guest overview** to manage guest profiles to consolidate data sources and create unique guest profiles



**GMS (Guest Management System) integration with Booking Engine** to float surveys and forms to gauge guest intent and satisfaction



Offered **multi property and detailed email performance** reporting with revenue metrics, loyalty dashboard and reservation reports



Provided **configurable mechanism** for loyalty rewards program that gives opportunities to retain guests



**Optimized the Booking Engine** to capture cart abandonment and recover lost reservations



**Simplified database** enquiring for retargeting guests by creating relevant filters



Availed **linear and frictionless workflow** to encourage the use of personalized marketing and transactional emails to increase guest engagement and facilitate campaigns

**Technology Stack**

Category	Technology/Framework
Frontend	JavaScript, TypeScript, npm, React, Redux, webpack, GrapesJS, mjml, schema.org, ARIA, Email preheaders, Meta tags for social media
Backend	Java, Corretto JDK, Gradle, spring boot, node, JavaScript, OPENAPI, Open API Tools, JWT, ACL, CORS, kafka, Liquid
Devops (CI/CD + Cloud)	docker, kubernetes, git, Bitbucket, Jenkins, Spinnaker, Terraform, nosql
Quality & Testing	MailHog, Jest, TS Lint, POSTMAN, Newman + Newman plugins, Prettier, Selenium, TestNG, Allure, cucumber, sonarqube, JUnit

**Business Impact**

Around **400,000+** **reservations** generated from email marketing **every year**

**Personalized emails** have **41%** higher open and click rates than **blast emails**

The use of marketing automation increased the conversion rate by **50%**

**Room upgrade** drove incremental revenue with a conversion ratio of about **15%**

**+7% Incremental monthly bookings** from personalized remarketing emails targeting the abandoners

Email conversion rates were **3x higher** than social media with a **17% higher value in the conversion**

**Cybage Travel and Hospitality**

- Lodging
- Travel Distribution
- Travel Retailers
- Travel Consolidators
- MICE
- Specialty Lodging

**Amplifying businesses with an effective GMS solution**

business@cybage.com | Explore More

