duetto

Michael Schäffner

Director, DACH

duetto

Vita

- Studied Hotelmanagement
- 3 years USA | Auberge du Soleil & The Setai
- Resident Manager | Roomers Frankfurt
- Since 8 years Hotel Technology (Nor1, Serenata CRM & Duetto)
- Guest Lecturer at DHBW

Road to personalization

50 év
MSZÉSZ
MAGYAR SZÁLLODÁK
ÉS ÉTTERMEK SZÖVETSÉGE

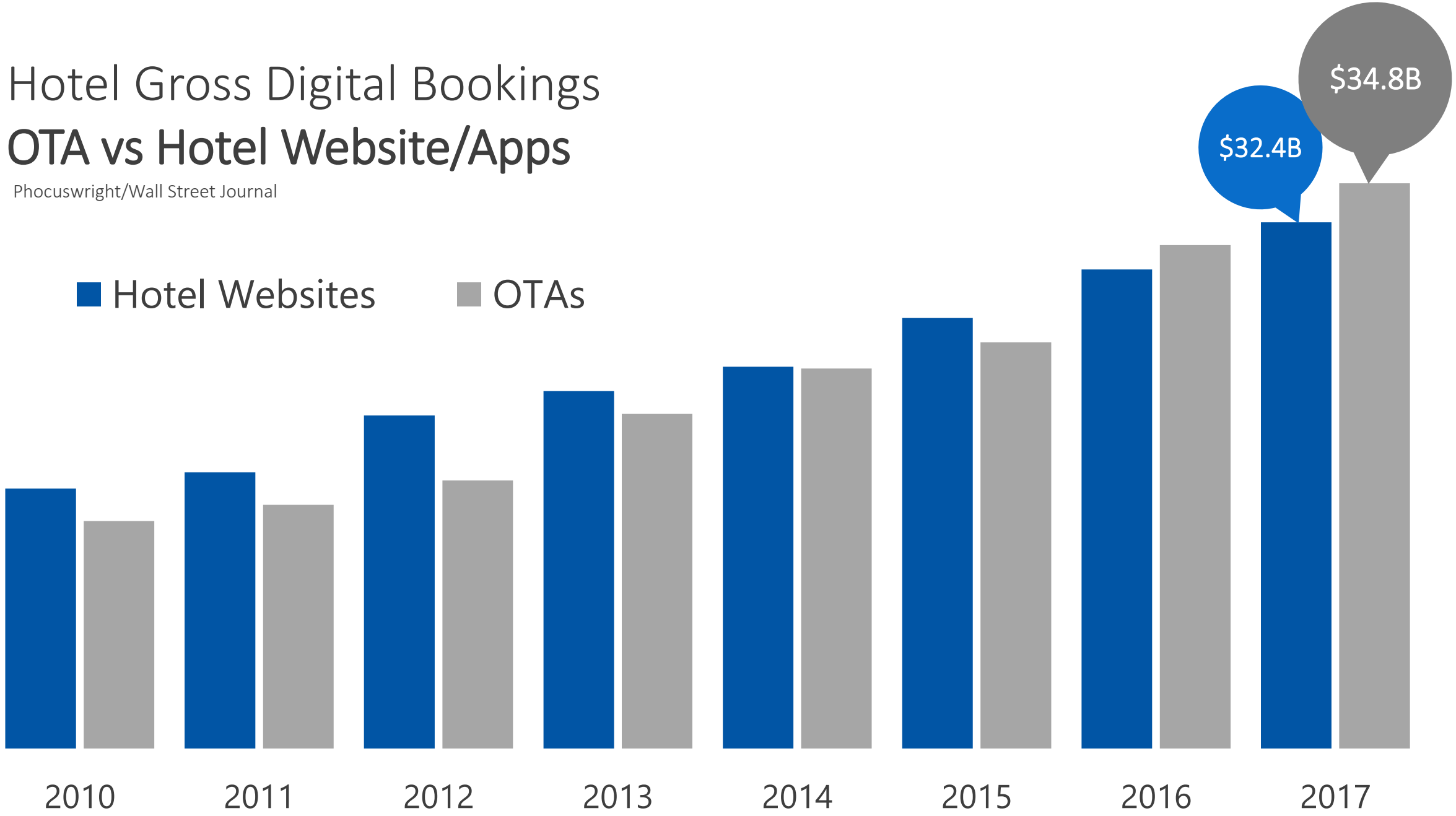
by Michael Schäffner

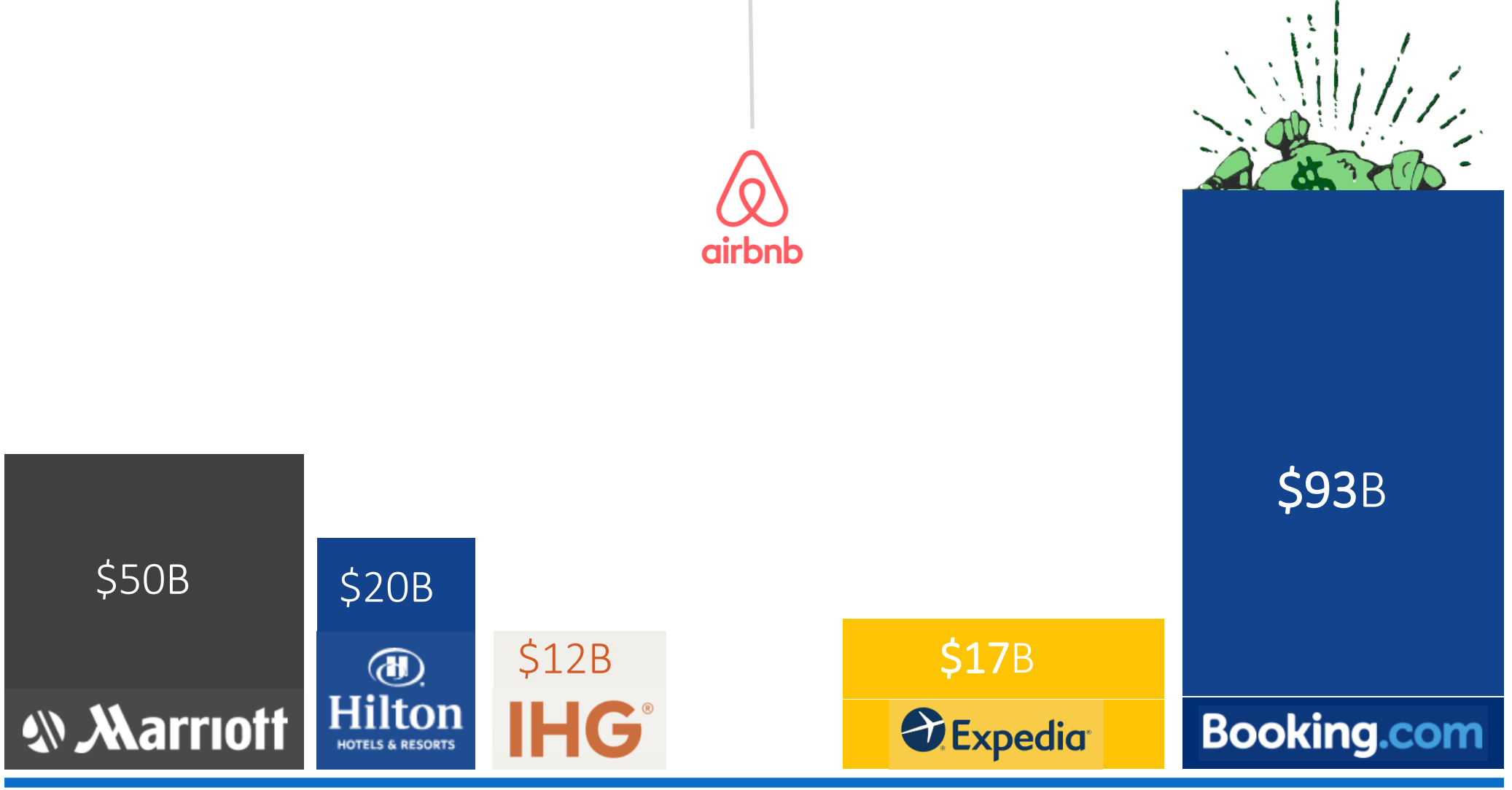
amazon

Hotel Gross Digital Bookings

OTA vs Hotel Website/Apps

Phocuswright/Wall Street Journal





amazon

Google

Current Industry Challenges

Not Enough Data

Hotels can never get a true view of a guest without reservation and folio data

Current Industry Challenges

Manual Processes

Time-consuming, error-prone spreadsheets get increasingly complicated and risky for revenue tasks

Current Industry Challenges

Lack of Efficiency

Manual keystroking and disparate data among departments

A/B Price list & Seasonal Pricing

A

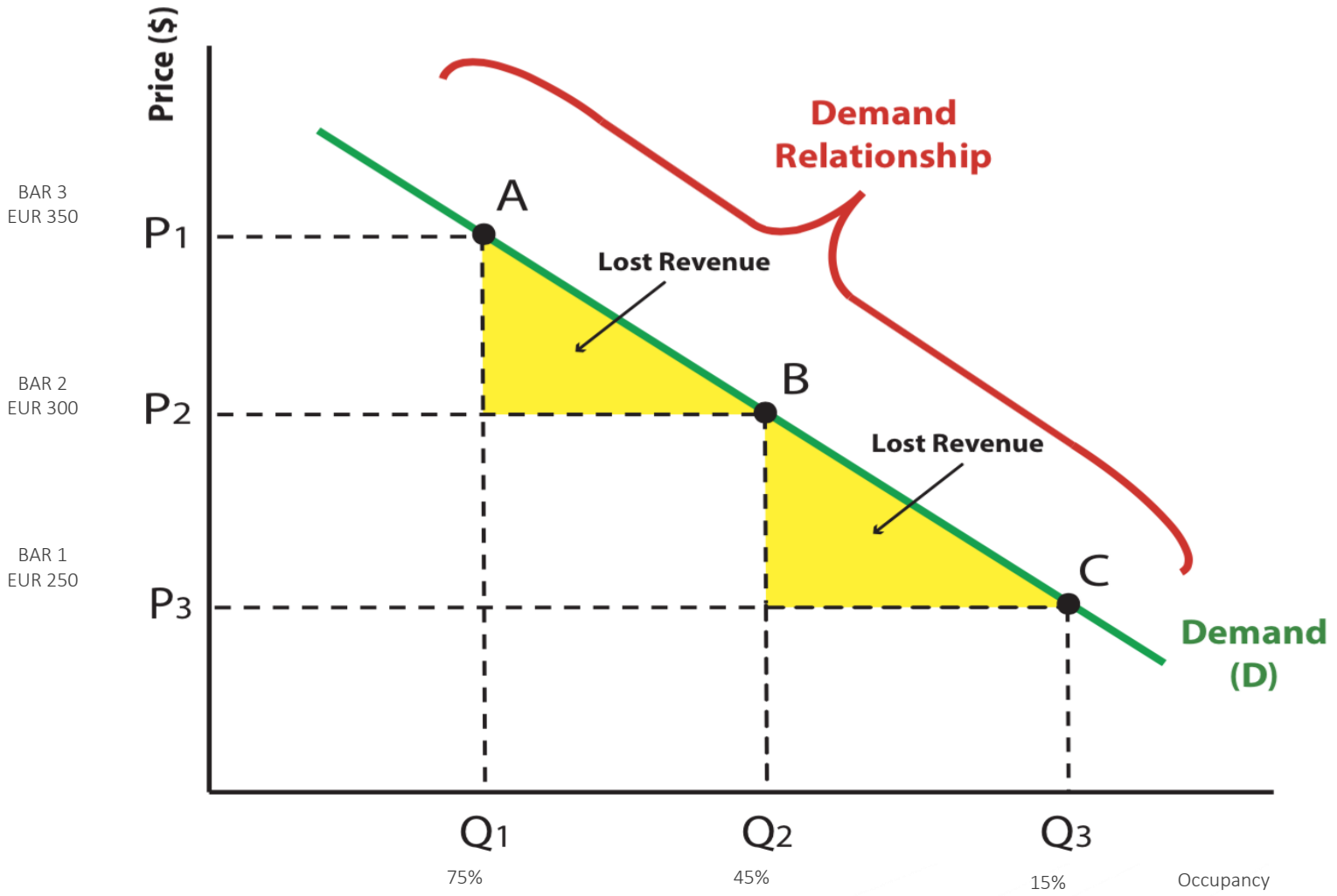
EUR 230

B

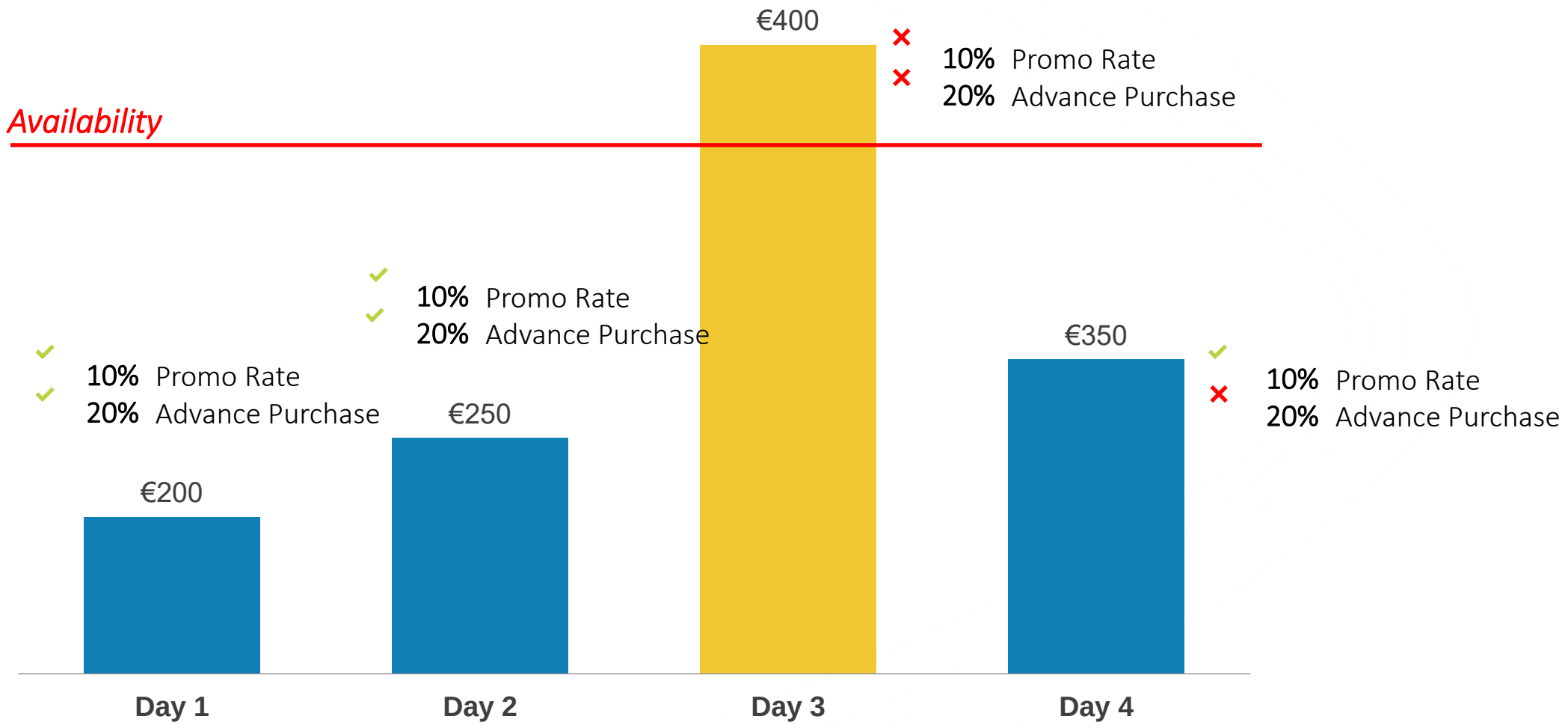
EUR 270

BAR level pricing

BAR Pricing

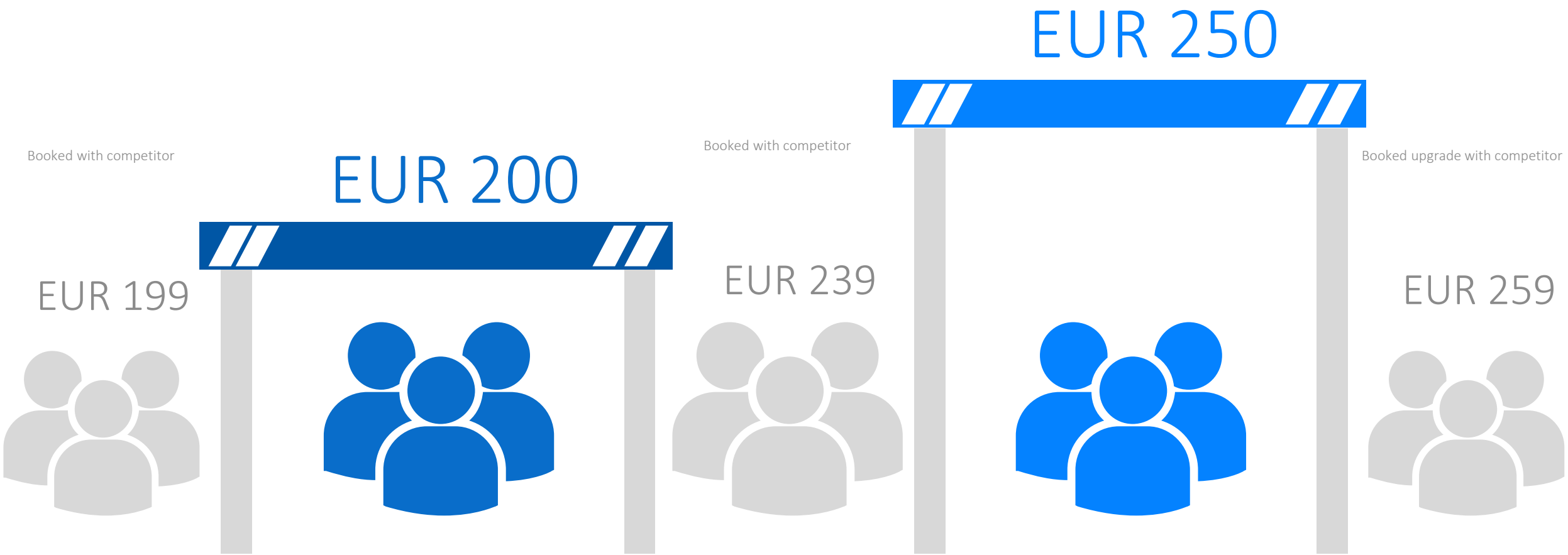

BAR 3
EUR 350
BAR 2
EUR 300
BAR 1
EUR 250
Price ($)
P1
P2
P3
A
B
C
Demand
Relationship
Lost Revenue
Lost Revenue
Demand
(D)
Q1
Q2
Q3
75%
45%
15%
Occupancy

Traditional “Pricing”



Problems?

“Missing the Hurdle”



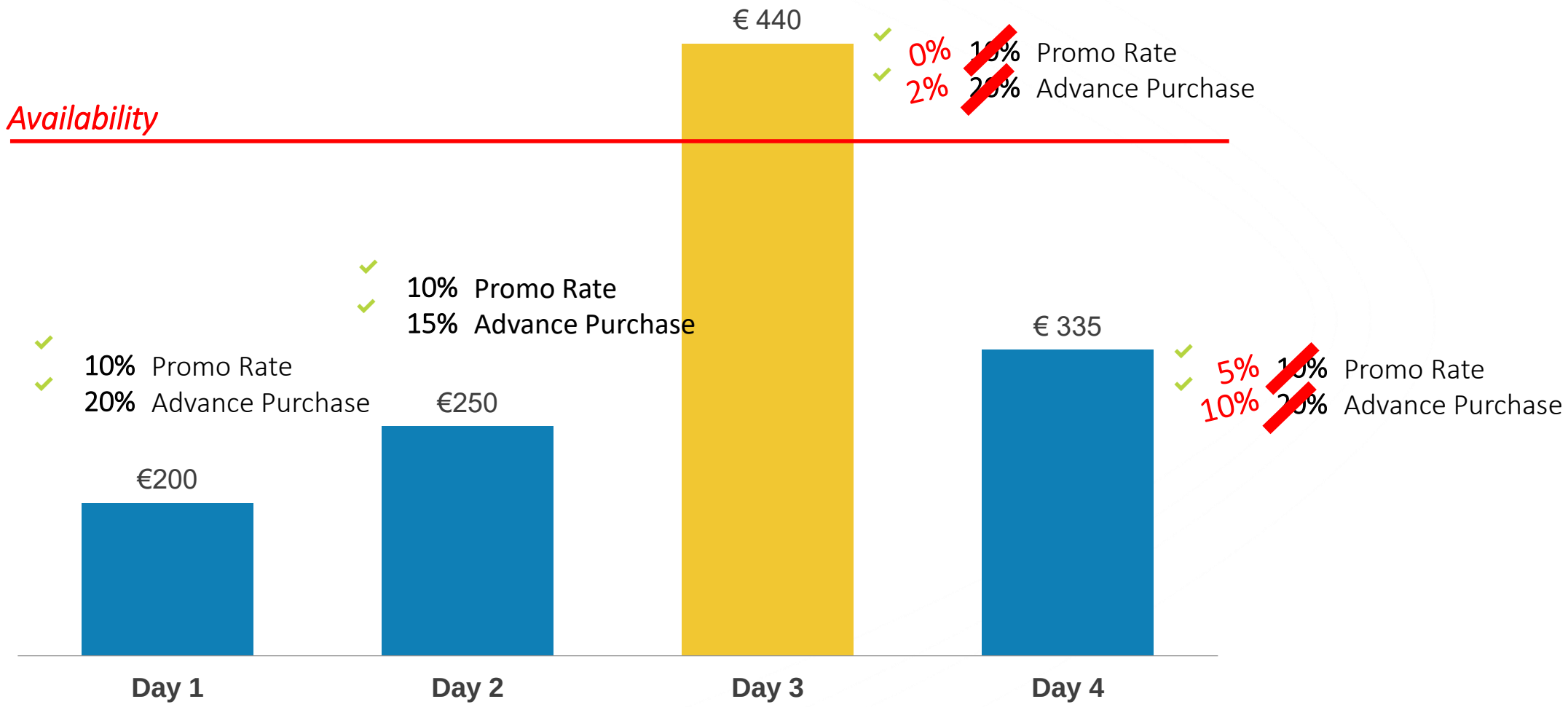
brand.com

Reasons?

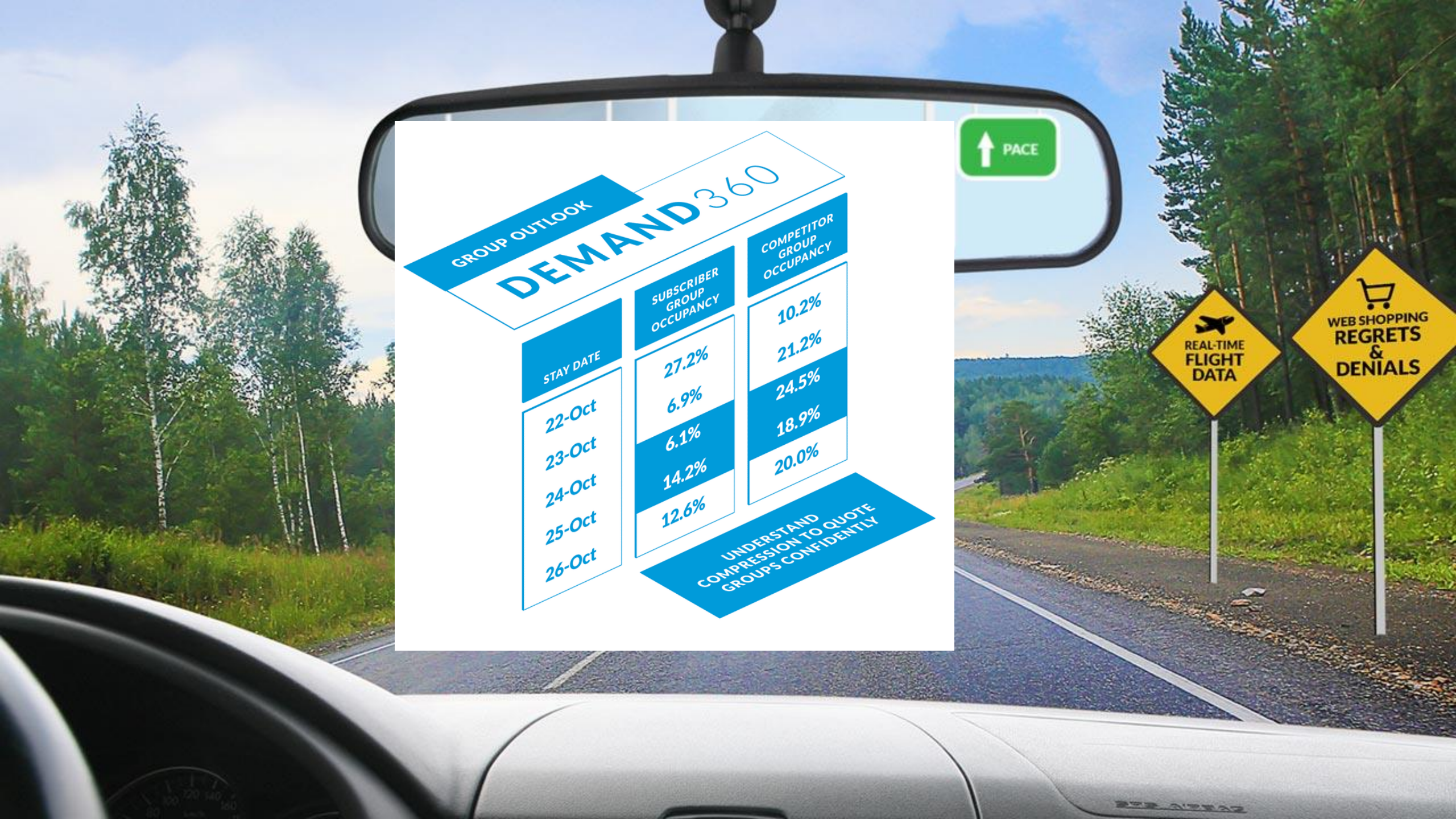
Current RMS Limitations

Open Pricing

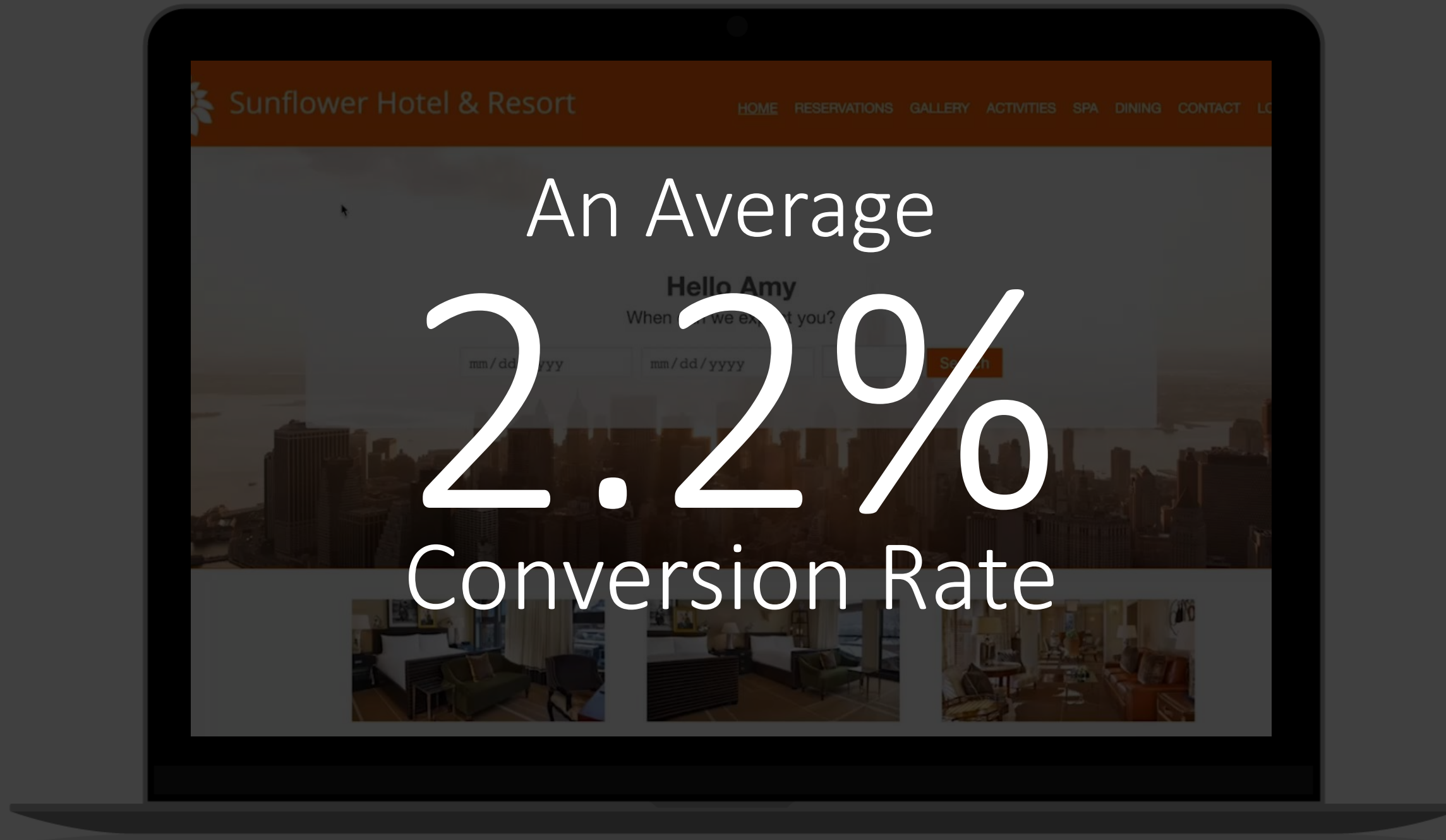
Open Pricing



COMP SET PRICING
HISTORICAL DATA
PACE
REAL-TIME FLIGHT DATA
WEB SHOPPING REGRETS & DENIALS


PACE
REAL-TIME FLIGHT DATA
WEB SHOPPING REGRETS & DENIALS
GROUP OUTLOOK
DEMAND360
STAY DATE
SUBSCRIBER GROUP OCCUPANCY
COMPETITOR GROUP OCCUPANCY
22-Oct
23-Oct
24-Oct
25-Oct
26-Oct
27.2%
6.9%
6.1%
14.2%
12.6%
10.2%
21.2%
24.5%
18.9%
20.0%
UNDERSTAND COMPRESSION TO QUOTE GROUPS CONFIDENTLY

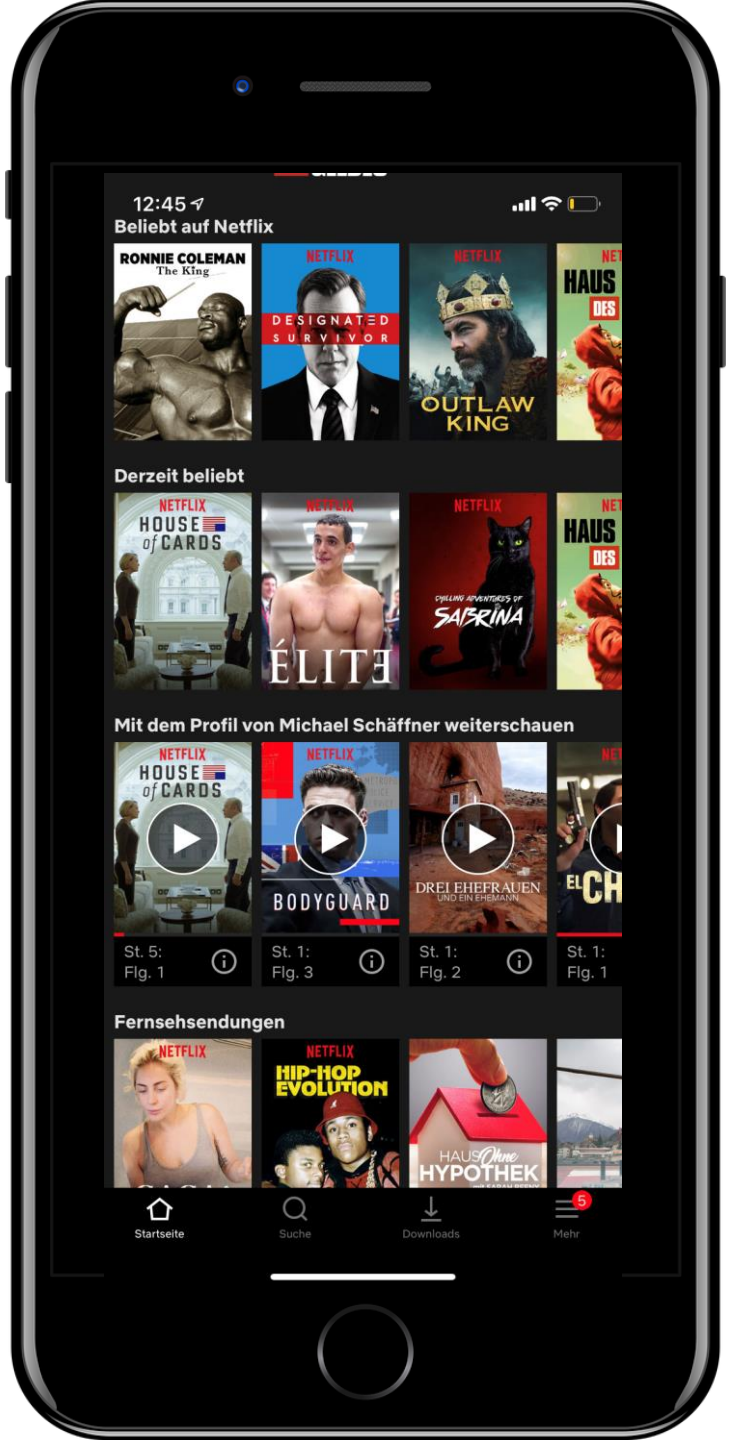
Personalization



An Average 2.2% Conversion Rate

12:45
NETFLIX
Bearbeiten
Wer schaut gerade?
Michael Sc...
Julia Schäf...
Kinder
Kinder
Profil hinzufügen

NETFLIX

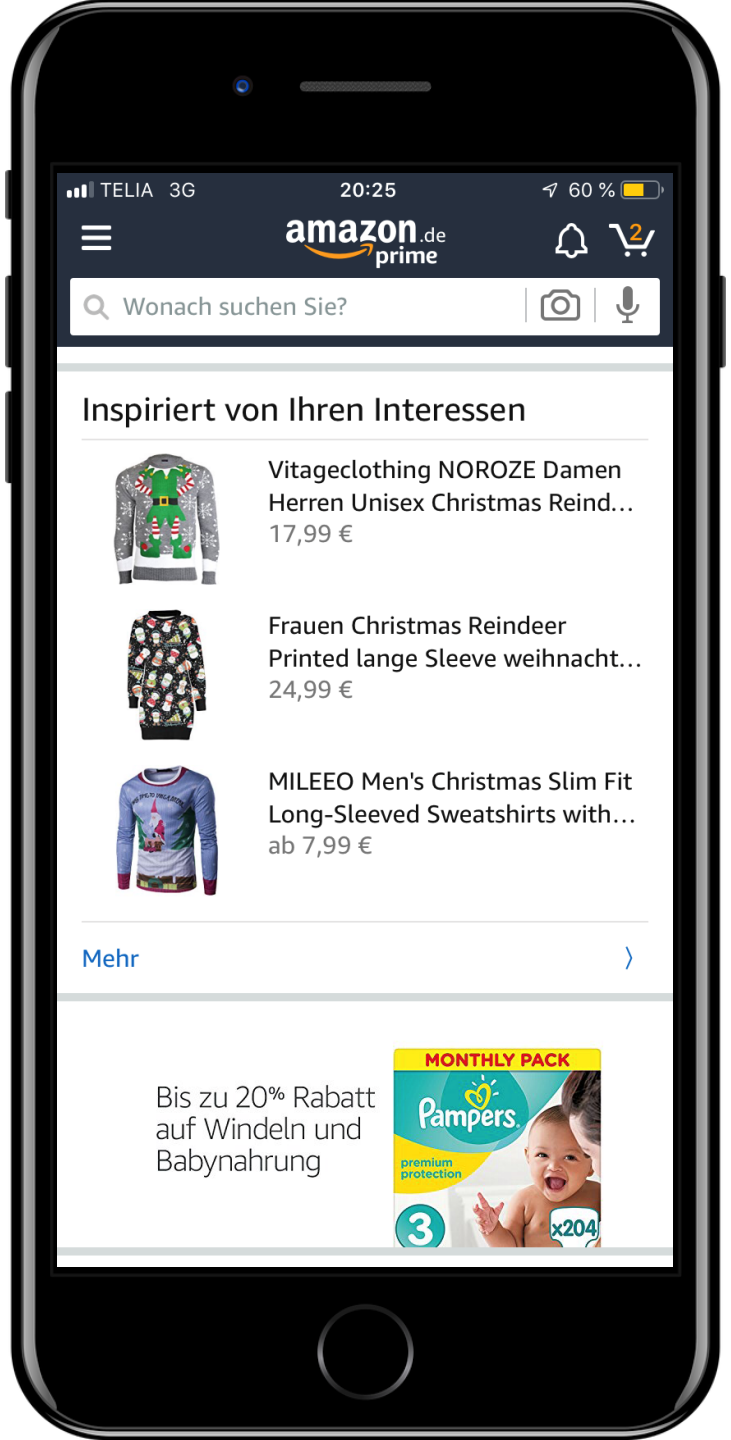

12:45
Beliebt auf Netflix
RONNIE COLEMAN
The King
NETFLIX
DESIGNATED SURVIVOR
NETFLIX
OUTLAW KING
Derzeit beliebt
NETFLIX
HOUSE of CARDS
NETFLIX
ÉLITE
NETFLIX
CHILLING ADVENTURES OF SABRINA
Mit dem Profil von Michael Schäffner weiterschauen
NETFLIX
HOUSE of CARDS
St. 5: Flg. 1
NETFLIX
BODYGUARD
St. 1: Flg. 3
NETFLIX
DREI EHEFRAUEN UND EIN EHEMANN
St. 1: Flg. 2
St. 1: Flg. 1
Fernsehsendungen
NETFLIX
NETFLIX
HIP-HOP EVOLUTION
HAUS Ohne HYPOTHEK
Startseite
Suche
Downloads
Mehr

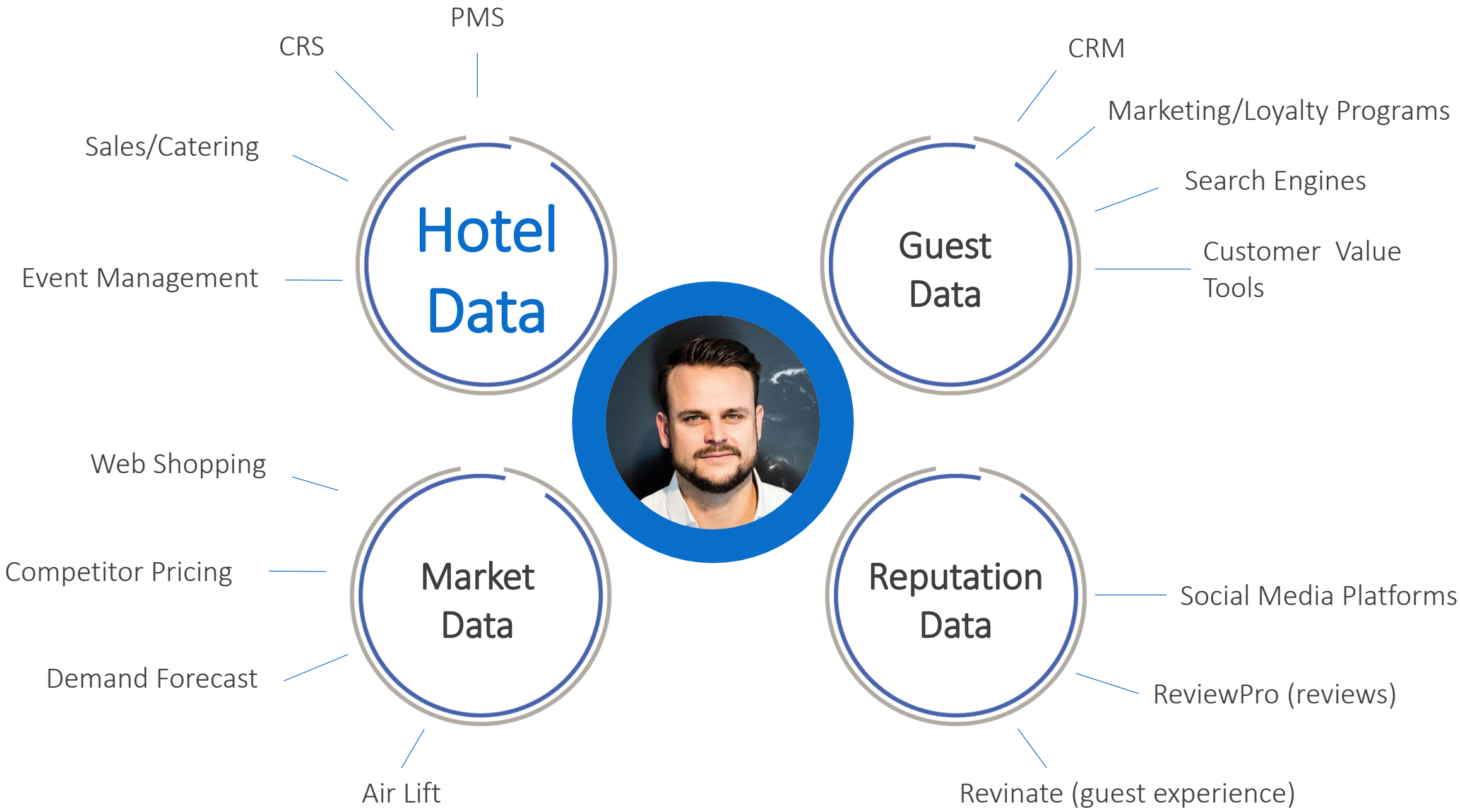
NETFLIX

amazon.de prime

=

12% CONVERSION




PMS
CRS
Sales/Catering
Hotel Data
Event Management
CRM
Marketing/Loyalty Programs
Search Engines
Guest Data
Customer Value Tools
Web Shopping
Competitor Pricing
Market Data
Demand Forecast
Air Lift
Reputation Data
Social Media Platforms
ReviewPro (reviews)
Revinate (guest experience)

Duetto Apps

Built on the Duetto Platform in the cloud

GameChanger

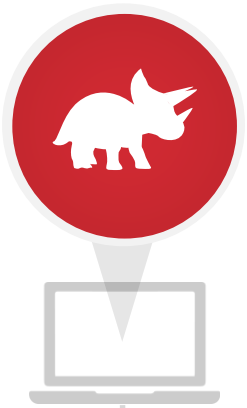
Optimize Every Booking

PlayMaker

Personalize the Booking Path

BlockBuster

Optimize Contracted Business



ScoreBoard

Create Intelligent Reporting

Duetto Rate Engine

Personalization Engine

Hotel Data Service

Customer Data Service

The Duetto Platform

Hosted on Amazon Web Services for scalability, availability and security

New Loyalty: Personalized Pricing

Michael

EUR 190

Daily Value
EUR 99

Eva

EUR 181

Daily Value
EUR 190

Wilko

EUR 175

Daily Value
EUR 240

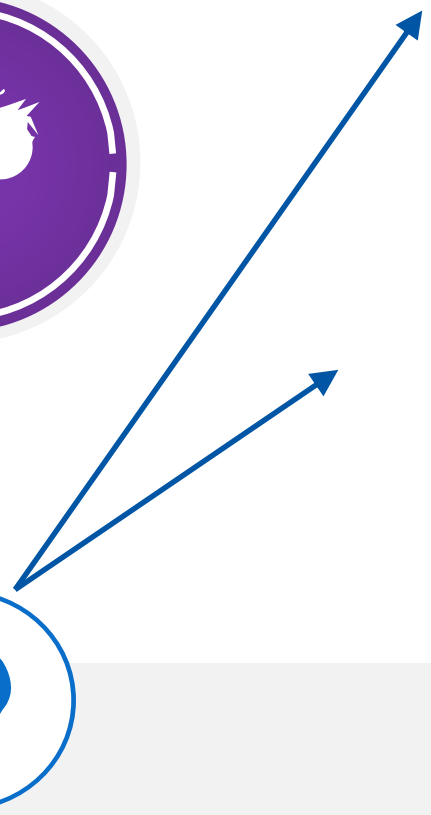
Retail

EUR 199

PlayMaker

Personalized Pricing
Personalized Merchandising

PlayMaker
Personalization of e-commerce



Personal Shopper

Voice

IBE

Duetto Rate Engine

Take Away

- Dynamic Pricing
- Personalized Approach

Thank you!

schaeffner@duettocloud.com

Personalization Challenges

Today's Undifferentiated Loyalty isn't Working