A GLOBAL HOTEL **IDENTIFIES DISTINCT GUEST SEGMENTS** WITH ACTIONABLE ANALYTICS

A leading global hotel chain wanted to identify specific guest segments to develop targeted marketing campaigns. WNS leveraged its analytics-oriented solution in three phases. The solution entailed identifying the variables across behavior, data segmentation and deploying clustering techniques. The insights from the solution enabled the client to identify distinct guest segments and create customized campaigns.

WNS

Extending Your Enterprise

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The Client

A leading global hotel chain which operates a broad portfolio of hotel brands through different business models.

The Challenge

The client wanted to develop targeted and customized campaigns for distinct guest segments. The challenge was in identifying these distinct guest segments.

The WNS Solution

WNS leveraged analytics and identified distinct targetable guest segments for which the hotel chain could run marketing campaigns.

Phase 1

WNS mined the client's transactional data and assessed the number of guests who had transacted with the client over the previous 12 months. As a result, WNS identified more than 4,000 variables across six guest behavior dimensions such as

- Redemption of loyalty program points
- Partnership with card issuers or airlines

- Length of stay
- Spend per visit
- Booking channel
- Response to promotions

Phase 2

WNS carried out data segmentation on the key variables using Statistical Analysis System based on the level of guest engagement with the hotel chain. This segmentation was measured in terms of both the number and frequency of transactions.

Phase 3

WNS then deployed clustering techniques such as K-Means clustering and two-step clustering to carry out comprehensive profiling of each identified segment, and measure trends within and between individual guest segments.

WNS' analytics solution provided the client insights into its distinct guest segments based on the type of hotel properties, guest wallet share and frequency of travel.

Insights Generated

Armed with clear insights from WNS' analytics solution, the hotel chain developed targeted marketing campaigns and customized them for the distinct guest segments, leading to better allocation of resources and optimized marketing efforts.

WNS (Holdings) Limited (NYSE: WNS) is a leading global Business Process Management (BPM) company. WNS offers business value to 200+ global clients by combining operational excellence with deep domain expertise in key industry verticals, including banking and financial services, consulting and professional services, healthcare, insurance, manufacturing, media and entertainment, retail and consumer packaged goods, telecommunications and diversified businesses, shipping and logistics, travel and leisure, and utilities and energy. WNS delivers an entire spectrum of business process management services such as customer care, finance and accounting, human resource solutions, research and analytics, technology solutions, and industry-specific back-office and front-office processes. WNS has delivery centers world-wide, including China, Costa Rica, India, the Philippines, Poland, Romania, South Africa, Sri Lanka, UK and US.

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