



// CASE STUDY

Luxury Hotel Chain

One of the largest collections of luxury hotels in the world



// CHALLENGE

A luxury hotel chain wanted to develop the best customer loyalty program to improve customer retention.

// SOLUTION

The luxury hotel chain partnered with Vennli, whose software and services help improve business decisions by making it easy to understand how customers make choices. Using the integrated survey platform, the team easily gathered real-time insights about what's most important to customers and how they choose between competitors. Intuitive data visualization quickly lead to decisions aligned with customer needs.

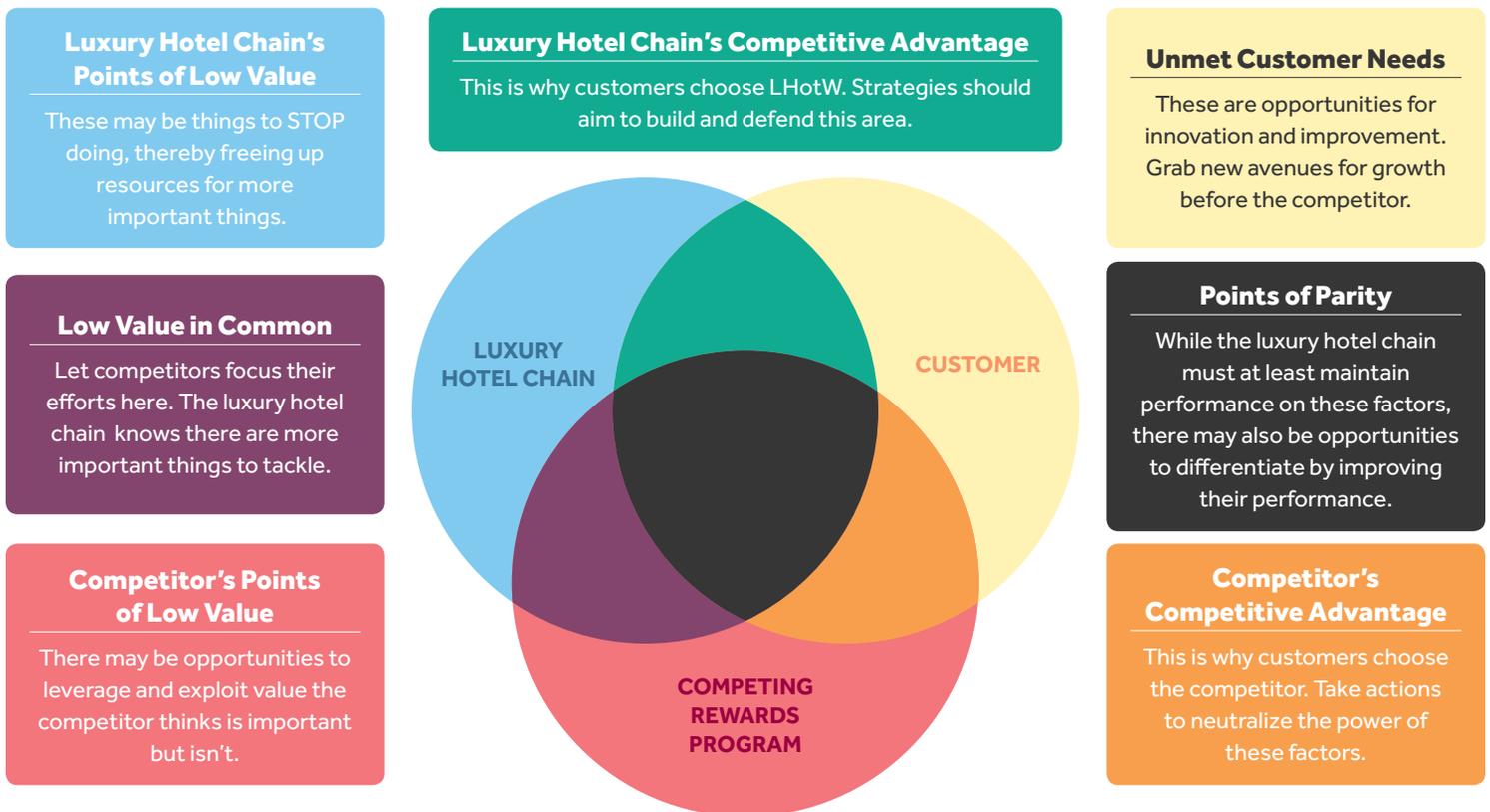
// KEY INSIGHTS TO DRIVE BETTER DECISIONS

In order to fully understand their brand equity and competitive advantages in their market, the team obtained survey responses from 958 luxury-minded travelers sourced from their website leads and customer loyalty club.

Customers especially valued aspects of the program such as easy and convenient hotel booking, guaranteed late checkout, guaranteed room availability, and guaranteed lowest rate.

They identified that a successful loyalty program must be simply to understand, allow for flexibility in how points are used, and provide assurances on perks. In fact, former loyalty club members who had switched to a competitor identified these as key reasons behind their choice.

These high-volume customers especially valued high-touch service and special, exclusive events. These were currently unmet customer needs, representing an opportunity for the luxury hotel chain to differentiate their program by excelling in these areas.



// RESULTS

Based on these insights, the team at the luxury hotel chain retooled their loyalty program with two groups in mind: prospective members and existing loyal members. To attract new members, they improved their messaging to highlight the simplicity, flexibility, and ease of using the points. For existing engaged members, they developed a strategy to increase their personal concierge service, dedicated phone line for member assistance, and offer special, exclusive events for members.