



Introducing SkyPoint Predict

AI-powered customer insights for travel and hospitality

In a post-COVID world, the need for travel and hospitality brands to deliver personalized customer experiences has never been greater. Guests expect the brands they do business with to understand their needs and preferences – and to provide a seamless experience throughout their journey.

87%

Percent of consumers more likely to do business with a travel or hospitality brand that personalizes the experience

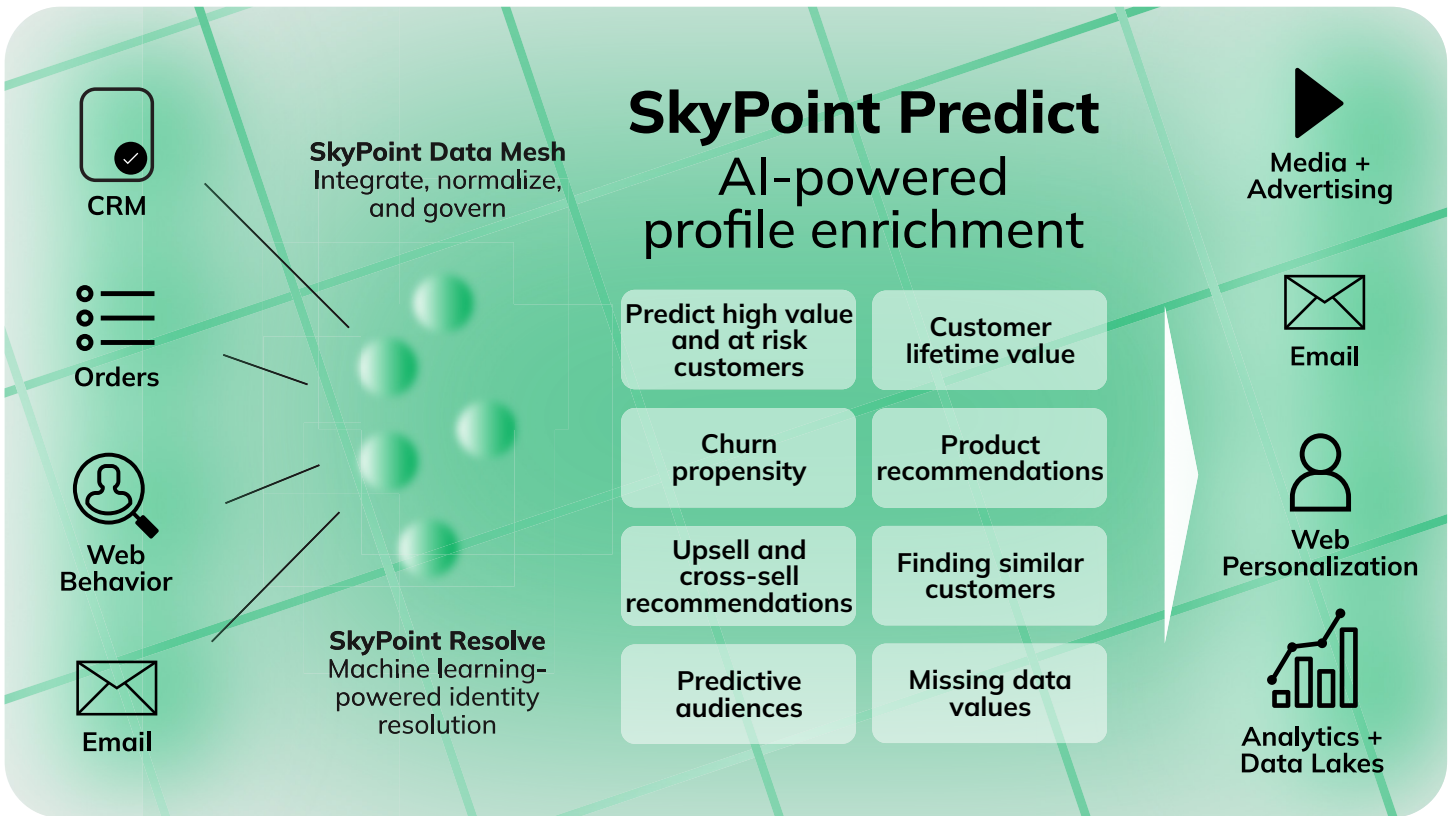
Source: WEX

SkyPoint Predict

With SkyPoint Cloud, travel and hospitality brands can finally see the guests in their data. The platform unifies fragmented customer data from across systems, leverages machine learning-based identity resolution for clean and accurate customer profiles, and enables brands to build and govern a fully scalable customer 360.

SkyPoint Predict harnesses the power of artificial intelligence (AI) to parse hundreds of signals and dynamically predict each customer's behavior. Users can leverage SkyPoint Predict out of the box – no modeling or tuning required – or can build their own models in Microsoft Azure Machine Learning for “plug and play” deployment in SkyPoint.

Stream predictive insights to downstream systems using 200+ connectors to power the perfectly tailored experience for each guest.



The competitive edge for travel and hospitality brands

Travel and hospitality brands use SkyPoint Predict to improve the guest experience, increase spend per visit, and build long-term loyalty.

Drive repeat visits	Increase spend per visit	Win back lapsed guests
Cultivate high-potential customers early in their lifecycle – and identify the perfect moment to reach out to each guest to drive a repeat visit	Make each visit perfect with personalized product recommendations to promote additional amenities and complimentary services	Launch perfectly-timed winback campaigns, tailored to each guest’s unique preferences, to prevent guests from churning

Get started today

Visit <https://skypointcloud.com/>
or contact sales@skypointcloud.com to learn more.

SkyPoint Cloud (<https://skypointcloud.com/>) is the privacy-first customer data platform that enables consumer and healthcare brands to unlock deeper, more meaningful relationships with their customers. SkyPoint unifies customer data from across disparate data sources to deliver rich, comprehensive customer profiles – enabling businesses to understand their customers while safeguarding their customers’ data.