

Loyalty (acquisition vs. retention)
and the guest experience, which is
the key to success?".

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CHINA & ASIA

Technology & Investments
Domestic & Outbound
BAT vs The Four Horsemen



DIGITALIZATION

AI & Chatbots
Digital Home & Away
Privacy vs Geo mapping



SOCIAL MEDIA

Social sharing vs commercialized market place
KOL vs Communities
Reviews vs Fake news



PERSONALIZATION

Local & Authentic
Unique & seamless
Real time gratification
Millennials
Customer preferences



TELL
MORE

Use of Social Media and peers' feedback has impacted their choices

74% responded to feedback survey

390M visitors each year at TripAdvisor

70% guests used social media during last trip



COMPLAIN
MORE

Use of Social Media and peers' feedback has impacted their choices

74% of complaints answered by hotels

86% of customers will pay more for better Customer Experience



SWITCH
MORE

More choice and less patience for a second chance

89% of customers switched because of bad Customer Experience

22 visited the website before choosing a hotel

54% Chinese, **36%** USA, **35%** UK used metasearch



EXPECT
MORE

More choice and less patience for a second chance

+8% Feeling recognised for Platinum (83%)

LOYALTY 3.0

Customers want **experiences** more than benefits

BEFORE

Product approach



STAY



SHARE



RETURN

TODAY

Customer journey approach



DREAM



SELECT



BOOK



PREPARE



STAY



SHARE



RETURN

Customer Knowledge

You know who I am

Bring Customer knowledge to the hotel

Personalisation of the Customer Experience

You make me feel incredible

Personalisation is at the heart of Customer Experience

*In-Hotel Experience
Online Experience*

*You make me
Feel welcome &
heartwarmed*

Interweave Digital Tools with the Human Factor

Loyalty 3.0

*I'm a member
I belong*

Become the preferred Loyalty programme

Customer Caring

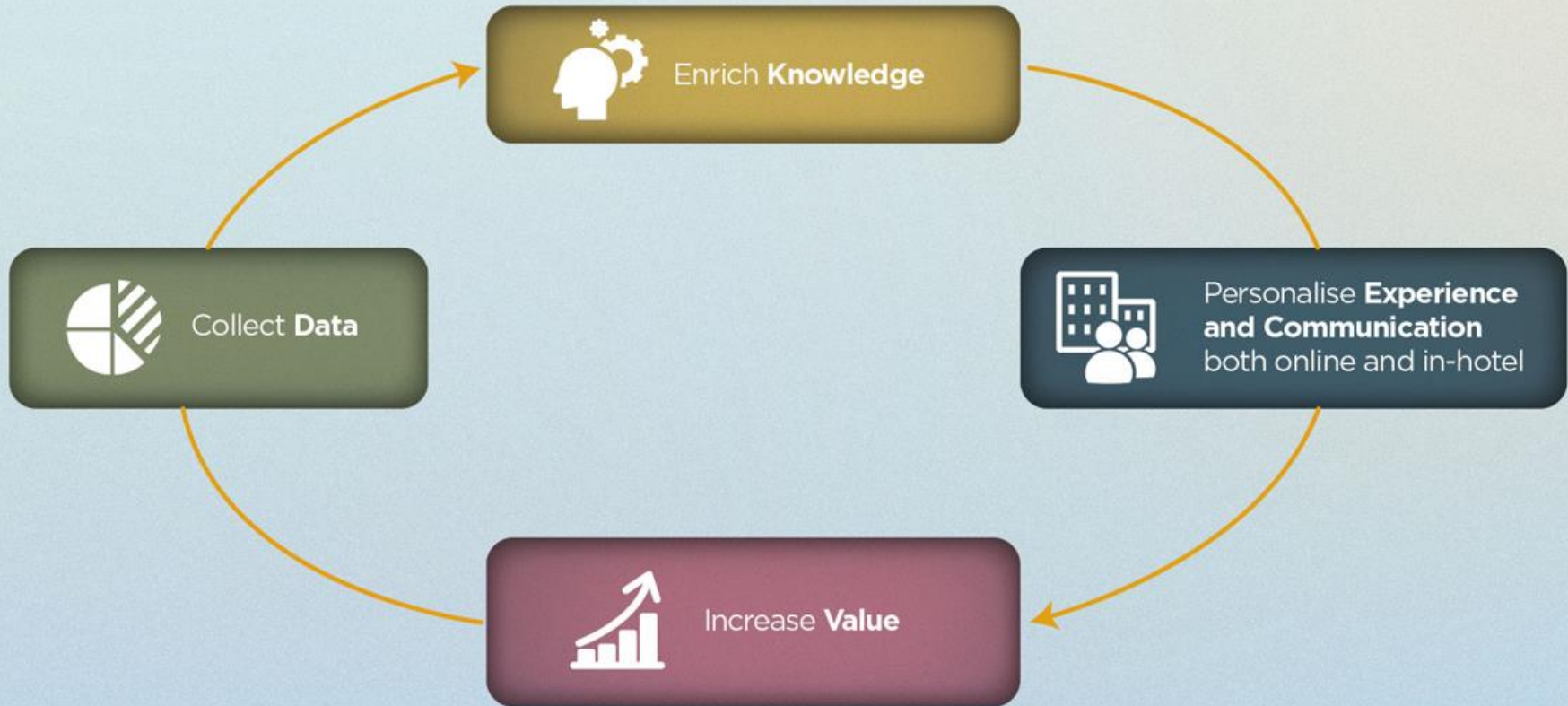
You satisfy me

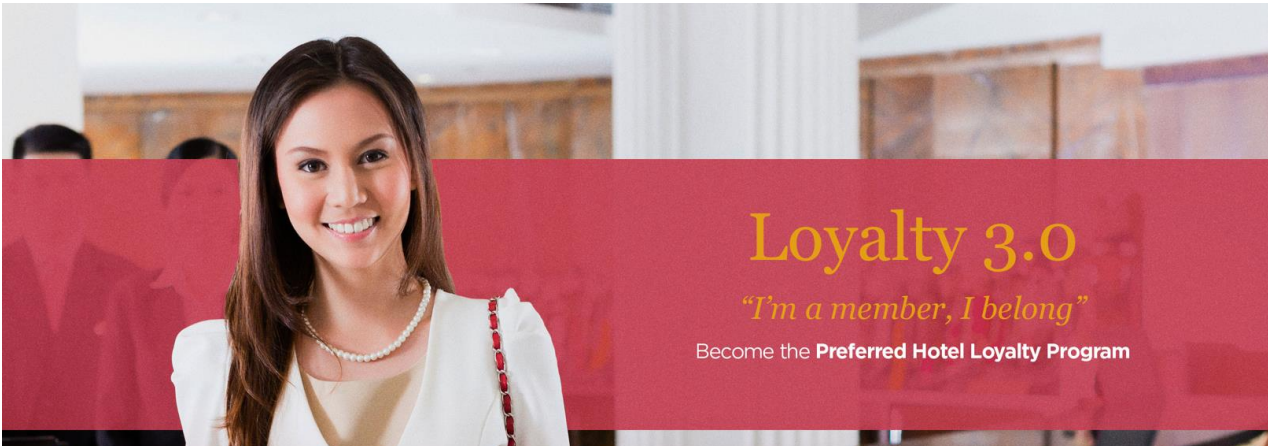
Customer Caring across the whole journey

Reputation

You listen to me

Trust is the new Digital Currency





Loyalty 3.0

"I'm a member, I belong"

Become the **Preferred Hotel Loyalty Program**



In-Hotel Customer Experience

"You make me feel welcome and heart-warmed"

Interweave **Digital Tools** with the **Human factor**